

BLUE PRINT O. K.  
FEB 24 1932

CUSTOMER	DIAL NO. <b>D-2104</b>	ORDER NO. <b>58830</b>	DATE <b>2-2-1932</b>	DEPT. <b>MAKEOVER</b>	DATE COMPLETED	Photos for this Customer																												
	CUSTOMER <b>EDWIN WIEGAND CO., PITTSBURGH, PA.</b>																																	
	<b>3 1/2 M</b>	<b>PC</b>	SIZE <b>3 1/2 X 5 1/2</b>	STYLE <b>ART GRAVURE BROWN</b>																														
PLACE OF TITLE: Upper, Lower, Left, Center, Border—Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full <b>ELECTRIC HEAD</b> <b>SOLVES PERPLEXING PROBLEM OF MELTING INSULATING COMPOUNDS ((1 LINE))</b>				FRONT NO. <b>5</b> R. M. Yes No R. M. to cover part of Mess. Space entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer <b>No Imprint</b>																														
SHOW PRIV. NO. <b>36</b> IN UPPER RIGHT CORNER																																		
RETOUCHING DEPARTMENT Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout  PUT IN THE LITTLE ARROW POINTS IN WHITE AS SHOWN ON ATTACHED CARD IN PENCIL. OTHER CARD ATTACHED IS TO SHOW THE STYLE OF ARROW TO BE USED.				PHOTO LITHO Rephoto Photograph each - Size 5x7 - 8x10 - 10x12 Prints each from Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position/ Office DELIVER Straighten Photo Negative — Line — Halftone — Combination. 120 Dry — Wet — Pancromatic — Color Separation. 133 Transfer — Paper Process — New Process. 150 Stripping — White Border — Full Face. 175 Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.																														
COLOR DESCRIPTION				ENGRAVING DEPARTMENT																														
HALFTONES FROM COPIES DUPLICATES ZINC COLOR PLATES LINE & HALFTONE COMB. COLOR PROCESS				ZINC ETCHINGS FROM COPIES DUPLICATES COLOR PLATES																														
<table border="1"><tr><td>Extra Negatives</td><td>Extra Stripping</td><td>Strip To Size</td><td>Double Print</td><td>Reverse Position</td><td>Reverse Color</td><td>Ben Day</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>				Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day								<table border="1"><tr><td>Extra Negatives</td><td>Extra Stripping</td><td>Strip To Size</td><td>Double Print</td><td>Reverse Position</td><td>Reverse Color</td><td>Ben Day</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>			Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day							
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Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day																												
SIZE _____ WIDE _____ HIGH, SAME SIZE _____ SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.				SIZE _____ WIDE _____ HIGH, SAME SIZE _____ BLOCKING DEPT. WOOD - MORTISE - ANCHOR SOLID METAL - FLUSH TOP - FLUSH BOTTOM FLUSH SIDES - FLUSH ALL AROUND UNMOUNTED WITH BEARERS CUT TO PICAS (see size)																														
ETCHING DEPT. PAINT IN BACKGROUND SOLID				PROOFS FLAT GOOD IN COLORS SPECIAL STOCK ELECTROTYPES EACH OF ON WOOD METAL.																														
FINISHING DEPT. OUTLINE - OVAL - CIRCLE SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT WITH LINE - WITHOUT LINE - SPECIAL BORDER.																																		

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



13

Lettering 3 1/2  
R 1

DEADLINE

DEADLINE

PUBLISHED BY MAX RIGOT SELLING CO., CHICAGO		NO. <b>D-2105</b>
		ORDER NO. <b>58864</b>
		DATE <b>2-2-1932</b>
<b>25 M LARGE FOLDER COVER</b> <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<b>FRONT</b> <small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO.	R. M. <b>NO</b>
TITLE (IN FULL) <b>GREATER CHICAGO</b>	IMPRINT	<b>SAME AS ABOVE</b>
<del>IN PLATE (C) KAUFMANN &amp; FABRY CO.</del>		
COLOR DESCRIPTION <b>043782</b>		
USE PHOTO NO. <del>12217</del> . HAVE <del>XXX</del> LEFT HALF OF PHOTO SHOW STRONG ON COVER AND RIGHT HALF FAINT, SAME AS ON FRONT OF COVER NO. D-895.		
MAX <del>XXX</del> RIGOT SELLING CO., CHICAGO		NO. <b>D-2105</b>
		ORDER NO. <b>58864</b>
		DATE <b>2-2-1932</b>
<b>25 M LARGE FOLDER COVER</b> <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<b>BACK</b> <small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO.	R. M. <b>NO</b>
TITLE (IN FULL) <b>MICHIGAN BOULEVARD NORTH FROM THE BRIDGE MICHIGAN AVENUE AND WACKER DRIVE, SOUTH FROM THE BRIDGE.</b>	IMPRINT	<b>MADE BY CURT TEICH &amp; CO., INC., CHICAGO, U.S.A.</b>
COLOR DESCRIPTION		
<del>USE PHOTO NOS. 1677-29 &amp; 122817. ARRANGE THE SAME AS ON BACK OF COVER NO. D-895.</del>		
USE COLOR PLATES FROM D 895		
SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO. PHOTO PROPERTY OF C. T. & CO. — CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		



A25

BLUE PRINT O.K.  
MAR 7 1932

letting layout 4  
3  
R.

BLACKWELL WIELANDY CO., ST. LOUIS, MO.		NO. D-2106
		ORDER NO. <del>32236</del> 59037
		DATE 2-11-1932
12 M 500 LARGE FOLDER COVER		FRONT
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE	R. M. NO
TITLE (IN FULL) PICTORIAL FOLDER OF MISSOURI	IMPRINT BLACKWELL WIELANDY, ST. LOUIS	
COLOR DESCRIPTION		
USE PHOTO NO. 119702.		
BLACKWELL WIELANDY CO., ST. LOUIS, MO.		NO. 9-2106
		ORDER NO. 59037
		DATE 2-11-1932
12 M 500 LARGE FOLDER COVER		BACK
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NO	R. M. NO
TITLE (IN FULL) MISSOURI STATE CAPITOL, XXX JEFFERSON CITY, MO.	IMPRINT MADE BY CURT TEICH & CO., INC., CHICAGO, U.S.A.	
COLOR DESCRIPTION		
USE PHOTO NO. 1490-29.		
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

DEADLINE

DEADLINE

DEADLINE

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X



BLUE PRINT O. K. *my*  
FEB 18 1932

3 Layout - 8  
1 RC - 22 NO  
✓ A. 10 YES  
6-11/4

4 9210

*lin*

840  
350  
500

DEADLINE

CUSTOMER	DIAL NO. <b>D-2107</b>	ORDER NO. <b>59033</b>	DATE <b>2-11-1932</b>	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer													
	CUSTOMER <b>MURPHY-MILES OIL CO., CHICAGO, ILL.</b>																		
RETURN PHOTO	<b>25</b>	<b>M</b>	<b>BLOTTERS</b>	SIZE <b>3 1/2 X 6 1/4</b>	STYLE <b>COLOR</b>	TO													
	PLACE OF TITLE: Upper, Lower, Left, Center—Border— <u>Follow Layout</u> Title in Plate Yes No Copyright in Plate Yes No Title in full <b>MURPHY-MILES OIL CO.</b> <b>(ETC. AS PER LAYOUT)</b>																		
PHOTO PROPERTY OF C. T. & CO.	RETOUCHING DEPARTMENT Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout  <b>SEE LAYOUT</b>			PHOTO LITHO Rephoto ____ Photograph each - Size 5x7 - 8x10 - 10x12 ____ Prints each from _____ Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER _____ Straighten Photo <u>Negative</u> — Line — Halftone — Combination. <span style="float:right">120</span> Dry — Wet — Pancromatic — Color Separation. <span style="float:right">133</span> Transfer — Paper Process — New Process. <span style="float:right">150</span> <u>Stripping</u> — White Border — Full Face. <span style="float:right">175</span> Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.															
	COLOR DESCRIPTION			ENGRAVING DEPARTMENT HALFTONES FROM _____ COPIES DUPLICATES _____ ZINC COLOR PLATES LINE & HALFTONE COMB. _____ COLOR PROCESS <table><tr><td>Extra Negatives</td><td>Extra Stripping</td><td>Strip To Size</td><td>Double Print</td><td>Reverse Position</td><td>Reverse Color</td><td>Ben Day</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table> SIZE _____ WIDE _____ HIGH, SAME SIZE _____ SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150. ETCHING DEPT. PAINT IN BACKGROUND SOLID FINISHING DEPT. OUTLINE - OVAL - CIRCLE SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT WITH LINE - WITHOUT LINE - SPECIAL BORDER.			Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day						
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day													
			ZINC ETCHINGS FROM _____ COPIES DUPLICATES _____ COLOR PLATES <table><tr><td>Extra Negatives</td><td>Extra Stripping</td><td>Strip To Size</td><td>Double Print</td><td>Reverse Position</td><td>Reverse Color</td><td>Ben Day</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table> SIZE _____ WIDE _____ HIGH, SAME SIZE _____ BLOCKING DEPT. WOOD - MORTISE - ANCHOR SOLID METAL - FLUSH TOP - FLUSH BOTTOM FLUSH SIDES - FLUSH ALL AROUND UNMOUNTED WITH BEARERS CUT TO PICAS (see size) PROOFS ____ FLAT ____ GOOD ____ IN COLORS ____ SPECIAL STOCK ____ ELECTROTYPES EACH OF _____ ON WOOD METAL.			Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day							
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day													

PHOTO RETURNED

TO

PHOTO USED FOR

*500*



Ref 22

NO. D-2108

ORDER NO. 59060

DATE 2-15-1932

PUBLISHED BY SANBORN SOUVENIR CO.,  
DENVER, COLO.

12 M. 500 LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES

TITLE (IN FULL) SCENIC WYOMING FOLDER

IMPRINT SAME AS ABOVE

DEVIL'S TOWER

COLOR DESCRIPTION

USE NEW PHOTO.

NO. D-2108

ORDER NO. 59060

DATE 2-15-1932

SANBORN SOUVENIR CO.,  
DENVER, COLO.

12M 500 LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. X R. M. YES

TITLE (IN FULL) TETON PEAKS FROM SCENIC  
ROUTE, JENNY LAKE, WYO.

IMPRINT MADE BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

COLOR DESCRIPTION

USE PHOTO NO. 119895.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE  
DEADLINE

BLUE PRINT O.K. 2/15  
MAR 8 1932



428  
BLUE PRINT O.K.  
MAR 7 1932

PUBLISHED BY I. ROBBINS & SON,  
PITTSBURGH, PA.

NO. D-2109

ORDER NO. 59103

DATE 2-16-1932

25 M LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) THE BEAUTIFUL OHIO  
RIVER, PENNSYLVANIA, OHIO, WEST  
VIRGINIA AND KENTUCKY  
THE POINT AT PITTSBURGH, PA. WHERE  
THE ALLEGHANY AND MONONGAHELA  
RIVERS FORM THE OHIO

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NONE R. M. YES to come  
IMPRINT SAME AS ABOVE  
  
NO C.T. MARKS.

COLOR DESCRIPTION

USE PHOTO NO. 4756-29.

NOD-2109

I. ROBBINS & SON,  
PITTSBURGH, PA.

ORDER NO. 59101

DATE 2-16-1932

25 M LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) TYPICAL OHIO RIVER  
SCENE

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NONE R. M. YES to come  
IMPRINT NONE  
  
NO C.T. MARKS.

COLOR DESCRIPTION

USE NEW PHOTO. PUT A LARGER BOAT IN THE SCENE INSTEAD OF THE ONE  
SHOWN. BOAT WHITE, DARK BASE. ON LEFT BLOGS. WHITE & LIGHT GRAY.  
ON REAR RIGHT LARGE BLOG. BUFF. OTHER BLOGS. IN REAR CENTER  
LIGHT GRAY & RED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

68  
DEADLINE



f22  
BLUE PRINT O.K. *26*  
FEB 24 1932

COPYRIGHTED & PUBLISHED BY EARL M. NORMAN,  
NATCHEZ, MISS.

✓ NO. D-2110

ORDER NO.

~~59111~~  
59111

DATE 2-15-1932

6 M LARGE FOLDER COVER  
(ALL OF THIS ON THE PICTURE SIDE)

FRONT

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

NATCHEZ, MISS.

IMPRINT

NONE

YES

HISTORIC CITY OF AMERICA

SAME AS ABOVE (INSIDE)

COLOR DESCRIPTION

USE NEW PHOTO. MAKE BRONZE XXXR COLOR.

NO. D-2110

ORDER NO.

59111

DATE 2-15-1932

6 MARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NONE

R. M.

~~XXXX~~

YES

TITLE (IN FULL)

OVERLOOKING MISSISSIPPI

IMPRINT

~~XXXX~~

RIVER FROM NATCHEZ BLUFFS.

MADE BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. (INSIDE)

COLOR DESCRIPTION

HOUSES ON ISLAND WHITE. STEAMER WHITE. MAKE CLOUD EFFECTS. MAKE  
WATER VARI-COLORED. ALSO SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Lettering 3 1/2  
Ref. 5 1/2

DEADLINE

DEADLINE

T



BLUE PRINT O.K.  
MAR 3 1932

2

W. I. ROLEY DRUG STORE, RYE, COLO.		NO. 0-2111	
		ORDER NO. 59119	
		DATE 2-16-1932	
M		ARTGRAVURE GREEN POST CARDS WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M.	NO
TITLE (IN FULL) THREE LAKES, GREENHORN MTS., ALTITUDE 12,334 FT., RYE, COLO.	IMPRINT	NONE	
<div></div>			
COLOR DESCRIPTION			
SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.			
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER			
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			

2

X  
T



2 rephotos 5x7  
Lay out 5  
Rel 6

A 22  
BLUE PRINT O.K.  
FEB 29 1932

✓

NO. 0-2112

ORDER NO. 59163

DATE 2-18-1932

HYMAN'S NEWS & BOOK STORE,  
DES MOINES, IOWA.

12 M 500 LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PICTORIAL FOLDER OF  
IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. YES

IMPRINT SAME AS ABOVE

TAKE OFF IMPRINT AFTER 2,350 ARE  
RUN.

COLOR DESCRIPTION

MAKE REPHOTO OF EARS OF CORN ATTACHED.

NO. 0-2112

ORDER NO. 59163

DATE 2-18-1932

HYMAN'S NEWS & BOOK STORE,  
DES MOINES, IOWA.

12 M 500 LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) IOWA STATE CAPITOL,  
DES MOINES

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. YES

IMPRINT MADE BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

COLOR DESCRIPTION

USE PHOTO NO. 57024.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8-14

X



A24

BLUE PRINT O. K. *W*  
FEB 29 1932

*Layout 1*  
*Pat 5*

THE KUCKER STUDIO,  
SPRINGFIELD, MO.

✓ NO. D-2113  
ORDER NO. 59184

DATE 2-18-1932

6 M LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES

TITLE (IN FULL) SOUVENIR OF SPRINGFIELD,  
MO. "THE HEART OF THE OZARKS"

IMPRINT NONE

AERIAL VIEW OF SPRINGFIELD, MO.

COLOR DESCRIPTION

USE NEW PHOTO, AND SKETCH FOR TITLE FROM D-568.

NO. D-2113

THE KUCKER STUDIO,  
SPRINGFIELD, MO.

ORDER NO. 59185

DATE 2-18-1932

6 M LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES

TITLE (IN FULL) DAM AND FALLS OF LAKE

IMPRINT MM MADE BY CURT TEICH &

TANEYCOMO, SOUTH OF SPRINGFIELD, MO., CO., INC., CHICAGO, U.S.A.

COLOR DESCRIPTION

USE PHOTO NO 85677

USE BACK OF COVER FROM D-568.

~~USE BLACK FROM D-568~~

~~USE COLOR PLATES FROM D-568~~

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2

X



BLUE PRINT O.K.  
MAR 3 1932

218

NO. 0-2114  
ORDER NO. 59237  
DATE 2-20-1932

LOVDAML DRUG CO.,  
LITTLE FALLS, MINN.

M ARTGRAVURE BROWN POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) MORRISON COUNTY COURT  
HOUSE, LITTLE FALLS, MINN.,  
TOP- LINDBERGH'S HOME TOWN.

FRONT NO. 2 R. M. NO  
IMPRINT NONE

COLOR DESCRIPTION  
USE PHOTO NO. RD-2962.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

FEB 29 1932

2

X



BLUE PRINT O.K. *Ho*  
MAR 3 1932

1 1/2

LOVDAHL DRUG CO., LITTLE FALLS, MINN.		NO. 0-2115
		ORDER NO. 59237
		DATE 2-20-1932
I M ARTGRAVURE BROWN POST CARDS WHITE BORDER		
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.	FRONT NO. 1	<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
TITLE (IN FULL) FIRST STREET, LOOKING NORTH, LITTLE FALLS, MINN. TOP- LINDBERGH'S HOME TOWN	IMPRINT NONE	R. M. NO
<small>COLOR DESCRIPTION</small> USE PHOTO NO. RD-2965. TAKE OUT PEOPLE AND CARS.		
<small>SUBMIT: RET. PHOTO      B. L. &amp; W. PROOF      HANDCOL PROOF      RETURN PHOTO.</small>		
<small>PHOTO PROPERTY OF C. T. &amp; Co. — CUSTOMER</small>		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

10

X



BLUE PRINT O. K.  
MAR 7 1932

**CUSTOMER** **DIAL NO.** D-2116 **ORDER NO.** 19302 **DATE** 2-22-1932 **DEPT.** RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

**CUSTOMER** **DYER'S CHOP HOUSE,**  
**TOLEDO, OHIO**

**6** **M** **RC** **SIZE** 3 1/2 X 5 1/2 **STYLE** ARTGRAVURE GREEN  
**WHITE BORDER** SAME AS

**PLACE OF TITLE:** Upper, Lower, Left, Center—Border—Follow Layout  
**Title in Plate** Yes No **Copyright in Plate** Yes No  
**Title in full** DYER'S CHOP HOUSE, TOLEDO, OHIO

**FRONT NO.** 5 **R. M.** Yes No **TITLE**  
**R. M. to cover part of Mess. Space, entire Mess. Space, entire Front**  
**Trade Mark** Yes No **Special type as sample**  
**IMPRINT:** Customer C. T. Imprint No Imprint

**RETOUCHING DEPARTMENT**  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
**CUT OFF AT TOP SO AS NOT TO SHOW SO MUCH**  
**CEILING. RETOUCH NAME ON WINDOW.**

**PHOTO LITHO**  
Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
**DELIVER** Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

**ENGRAVING DEPARTMENT**  
**HALFTONES** FROM COPIES  
**DUPLICATES** ZINC COLOR PLATES  
**LINE & HALFTONE COMB.** COLOR PROCESS  
**Extra** **Negatives** **Extra** **Stripping** **Strip** **To Size** **Double** **Print** **Reverse** **Position** **Reverse** **Color** **Ben** **Day**  
**SIZE** **WIDE** **HIGH** SAME SIZE  
**SCREEN** - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150  
**ETCHING DEPT.** PAINT IN BACKGROUND SOLID  
**FINISHING DEPT** OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

**ZINC ETCHINGS** FROM COPIES  
**DUPLICATES** COLOR PLATES  
**Extra** **Negatives** **Extra** **Stripping** **Strip** **To Size** **Double** **Print** **Reverse** **Position** **Reverse** **Color** **Ben** **Day**  
**SIZE** **WIDE** **HIGH** SAME SIZE  
**BLOCKING DEPT.** WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)  
**PROOFS**  
FLAT - GOOD - IN COLORS - SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

**NEG. NO.**

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



415

PRINT O.K.  
MAR 21 1932

Letter 5  
Ref. 2

GREEN BAY POST CARD COMPANY,  
GREEN BAY, WIS.

✓ NO. D-2117

ORDER NO. 59330

DATE 2-24-1932

12 M 500 LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) SOUVENIR FOLDER OF  
NORTHERN WISCONSIN

IMPRINT

NONE

SAME AS ABOVE

~~YES TO COME~~

TAKE OFF IMPRINT AFTER 6,000 ARE  
RUN.

COLOR DESCRIPTION

USE PHOTO NO. N-4549.

NO. D-2117

GREEN BAY POST CARD CO.,  
GREEN BAY, WIS.

ORDER NO. 59330

DATE 2-24-1932

12 M 500 LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) NO TITLE.

IMPRINT

NONE

MADE BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

~~YES TO COME~~

(N.C. 15)

COLOR DESCRIPTION

~~make new black & white photo of title & imprint~~  
USE COLOR PLATES FROM FOLDER COVER NO. D-1633

USE SAME READING MATTER AS ON D-1222

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K.  
MAR 28 1932

**CUSTOMER** DIAL NO. **D-2118** ORDER NO. **59339** DATE **2-24-1932** DEPT. **RETOUCHING** DATE COMPLETED Photos for this Customer

**CUSTOMER** **SCHELDROP, INC.,**  
**CHICAGO, ILL.**

**2 M** **PC** **SIZE 3 1/2 x 5 1/2** **STYLE ARTGRAVURE BROWN**  
**RETOUCHING DEPARTMENT** **NEGATIVE WHITE BORDER**

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **"YOU CAN'T SPRINKLE THE PERFUME OF HAPPINESS ON OTHERS WITHOUT SPILLING A FEW DROPS ON YOURSELF"**  
**GENE ARNOLD N.B.C.**  
**(ETC. AS PER LAYOUT)**

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**SEE LAYOUT ATTACHED.**

**PHOTO LITHO** NEG. NO.  
Rephoto  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

**ENGRAVING DEPARTMENT**

**HALFTONES** FROM \_\_\_\_ COPIES **ZINC ETCHINGS** FROM \_\_\_\_ COPIES  
DUPLICATES \_\_\_\_ ZINC COLOR PLATES DUPLICATES \_\_\_\_ COLOR PLATES  
LINE & HALFTONE COMB. \_\_\_\_ COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE \_\_\_\_ WIDE \_\_\_\_ HIGH, SAME SIZE \_\_\_\_  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.  
ETCHING DEPT. PAINT IN BACKGROUND SOLID  
FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

SIZE \_\_\_\_ WIDE \_\_\_\_ HIGH, SAME SIZE \_\_\_\_  
BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)  
PROOFS  
\_\_\_\_ FLAT \_\_\_\_ GOOD \_\_\_\_ IN COLORS \_\_\_\_ SPECIAL STOCK  
\_\_\_\_ ELECTROTYPES EACH OF \_\_\_\_  
ON WOOD METAL.

Layout R. 1/4 1 1/2

CUSTOMER  
PHOTO PROPERTY OF C. T. & CO.  
RETURN PHOTO YES NO

PHOTO RETURNED  
TO  
PHOTO USED FOR



BLUE PRINT O. K.  
MAR 30 1932

Est. 661  
Shade 1.80  
2.00  
15.0  
3.0  
2.3  
1.5  
1.0  
Comp. 1.3

CUSTOMER NO. **D-2119** ORDER NO. **59343** DATE **2-24-1932** DEPT. **RETOUCHING** DATE COMPLETED Photos for this Customer

CUSTOMER **CINEMA ADVERTISING CO., BOSTON, MASS.** SIZE **15 1/8 x 10 5/8** DEPT. **RETOUCHING** **ENGRAVING** **PHOTO LITHO** **COMPOSING** **LITHO ART**

**12 1/2" M WINDOW STICKERS** STYLE **5 COLORS ON 1 SIDE, REVERSE SIDE BLANK**

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ~~LEAVE ORDERS HERE~~ **ORDERS TAKEN HERE**  
**HOOD'S ICE CREAM SPECIALTIES (ETC. AS PER LAYOUT)**

FRONT NO. **NONE** R. M. ~~Yes~~ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
**IMPRINT: D-2119**

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
**SEE LAYOUT ATTACHED. USE LOG ROLL AND MELON MOLD USED ON D-312. USE CAKE ON CARD 260-30 & TAKE OUT SHAMROCK AND HAVE IT READ "HAPPY BIRTHDAY" WITH TWO OR THREE ROSETTES AROUND IT, AS ON CAKE ON THE CIRCULAR NO. D-312. WHEN USING THE PHOTO OF THE CAKE SILHOUETTE THE CAKE FROM THE PLATE, LEAVING THE DOLLY OUT.**

PHOTO LITHO  
Rephoto NEG. NO.  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT  
HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS  
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day  
ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day  
SIZE WIDE HIGH. SAME SIZE  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150  
ETCHING DEPT. PAINT IN BACKGROUND SOLID  
FINISHING DEPT. OUTLINE - OVAL - CIRCLE SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT WITH LINE - WITHOUT LINE - SPECIAL BORDER  
BLOCKING DEPT. WOOD - MORTISE - ANCHOR SOLID METAL - FLUSH TOP - FLUSH BOTTOM FLUSH SIDES - FLUSH ALL AROUND UNMOUNTED WITH BEARERS CUT TO PICAS (see size)  
PROOFS  
FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF ON WOOD METAL

Large Layout

DEADLINE



BLUE PRINT O.K.  
MAR 29 1932

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

DIAL NO. **D-2120** ORDER NO. **59383**  
CUSTOMER **PARKSIDE HOTEL,**  
**WASHINGTON, D. C.**

DATE **2-29-1932**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

**MAKEOVER**

Photos for  
this Customer

**12 1/2 M** **PG** **SIZE 3 1/2 X 5 1/2**

**STYLE ARTGRAVURE BROWN**  
**WHITE BORDER**

PLACE OF TITLE: Upper, Lower, Left, Center, Border—Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **PARKSIDE HOTEL, WASHINGTON, D.C.**

FRONT NO. **5** (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: **Customer** **C. T. Imprint** No Imprint

**IMPRINT: PHOTO CARD STUDIOS, 108 N. GREENE**  
**ST., BALTIMORE, MD.**

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — **Retouched Photo** — Wash Drawing  
Follow Layout

**TAKE OUT TREES & LIMBS AND SHADE THE 2 KM**  
**ADJOINING BLDGS, SO THAT THEY APPEAR FAINT.**  
**IF POSSIBLE, MAKE THE BLDG. APPEAR DEEPER.**

PHOTO LITHO

NEG. NO.

Rephoto —  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES  
DUPLICATES — ZINC COLOR PLATES

ZINC ETCHINGS FROM — COPIES  
DUPLICATES — COLOR PLATES

LINE & HALFTONE COMB. — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE — WIDE — HIGH. SAME SIZE —  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

SIZE — WIDE — HIGH. SAME SIZE —  
BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

ETCHING DEPT. PAINT IN BACKGROUND SOLID  
FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

PROOFS  
— FLAT — GOOD — IN COLORS — SPECIAL STOCK  
— ELECTROTYPES EACH OF —  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

*Photo ret  
10/30/32*

*FX*



DIAL NO. D-2121 ORDER NO. 59403

DATE 3-1-1932

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER  
MURPHY MILES OIL CO.,  
CHICAGO, ILL.

Photos for  
this Customer

12 1/2 M CIRCULAR SIZE 8 1/2 X 11 1/2

STYLE

5 COLORS INSIDE

2 COLORS ON FRONT

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MURPHY MILES OIL CO.

(ETC. AS PER LAYOUT)

FRONT NO. NONE (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2121

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

NO FOLIAGE ON TREES.

SUBMIT HANDCOL. PROOF FOR

FRONT (2 colors to be printed,  
on offset, on vertical Michle)

DARK BLUE AND RED

SEE COL. SKETCH ATT.

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE W IDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

SIZE W IDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

make dark blue impression

DEADLINE



BLUE PRINT O.K.  
MAR 30 1932

**CUSTOMER**  
DIAL NO. D-2122 ORDER NO. 59428 DATE 3-2-1932 DEPT. RETOUCHING  
CUSTOMER Y.W.C.A., CHICAGO, ILL. PHOTO LITHO  
COMPOSING  
LITHO ART

12 1/2" M PC SIZE 3 1/2" X 5 1/2" STYLE ARTGRAVURE BROWN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full (TITLE TO COME)  
McCormick Memorial Residence, Chicago  
HARRIET HAMMOND

SEE CARD ATT. FOR STYLE OF TYPE

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

MAKE REPHOTO

COLOR DESCRIPTION  
Photo ret 4/14/32

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto  
1 Re Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT  
HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH, SAME SIZE \_\_\_\_\_  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH, SAME SIZE \_\_\_\_\_  
BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS  
FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL.

NEG. NO.

PHOTO RETURNED TO

PHOTO USED FOR

DEADLINE



BLUE PRINT O.K.  
MAR 28 1932

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

DIAL NO. **D-2123** ORDER NO. **59468**

DATE **3-3-1932**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER  
**SCHELDROP, INC.,  
CHICAGO, ILL.**

**2 1/2 M** **BLOTTERS** SIZE **3 1/2 X 6 1/4** STYLE **COLOR**

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **FRIENDLY ADVERTISING**  
**(ETC. AS PER LAYOUT)**

FRONT NO.        (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto        NEG. NO.         
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER \_\_\_\_\_ Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT  
HALFTONES FROM \_\_\_\_\_ COPIES  
DUPLICATES \_\_\_\_\_ ZINC COLOR PLATES  
LINE & HALFTONE COMB. \_\_\_\_\_ COLOR PROCESS  
Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day  
ZINC ETCHINGS FROM \_\_\_\_\_ COPIES  
DUPLICATES \_\_\_\_\_ COLOR PLATES  
Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day  
SIZE \_\_\_\_\_ W IDE \_\_\_\_\_ HIGH. SAME SIZE \_\_\_\_\_  
BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BRARERS  
CUT TO PICAS (see size)  
PROOFS  
\_\_\_\_ FLAT \_\_\_\_ GOOD \_\_\_\_ IN COLORS \_\_\_\_ SPECIAL STOCK  
\_\_\_\_ ELECTROTYPES EACH OF \_\_\_\_\_  
ON WOOD METAL.

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

3  
2  
11  
A.  
(-3/4)  
YES

DEADLINE



A26

BLUE PRINT O. K.  
MAR 3 1932

DEADLINE

F.W.WOOLWORTH CO.,  
NEW ORLEANS, LA.

NO. D-2127

ORDER NO. 59473

DATE 3-4-1932

12 M500 LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. ☒ NO ☐ R. M. ☒ YES

TITLE (IN FULL) PICTORIAL FOLDER  
STATE OF LOUISIANA

IMPRINT NONE

A COURTYARD IN THE OLD FRENCH  
QUARTER, NEW ORLEANS

COLOR DESCRIPTION

USE PHOTO NO. 30924

NO. D-2127

ORDER NO. 59473

DATE 3-4-1932

12 M 500 LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. ☐ NONE ☐ R. M. ☒ YES

TITLE (IN FULL) NO TITLE

IMPRINT MADE BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

COLOR DESCRIPTION

USE PHOTO NO. 45630

DEADLINE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Layout 4  
Ret. 22

DEADLINE



A 23  
BLUE PRINT O.K.  
APR 27 1932

TYPE

MAMMOTH CAVE HOTEL, MAMMOTH CAVE, KY.		NO. D-2128	
		ORDER NO. 59570	
		DATE 3-7-1932	
12 M 500 LARGE FOLDER COVER		FRONT	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO.	NO	R. M. NO
TITLE (IN FULL) SOUVENIR FOLDER OF THE MAMMOTH CAVE OF KENTUCKY ENTRANCE, LOOKING OUT	IMPRINT	NONE	
COLOR DESCRIPTION			
USE PHOTO NO. 22350.			
MAMMOTH CAVE HOTEL, MAMMOTH CAVE, KY.		NO. D-2128	
		ORDER NO. 59570	
		DATE 3-7-1932	
12 M 500 LARGE FOLDER COVERS		BACK	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO.	NO	R. M. NO
TITLE (IN FULL) MAMMOTH CAVE HOTEL	IMPRINT	MADE BY CURT TEICH & CO., INC., CHICAGO, U.S.A.	
COLOR DESCRIPTION			
USE PHOTO NO. 1A574.			
DEADLINE			
SUBMIT: RET. PHOTO		B. L. & W. PROOF	
PHOTO PROPERTY OF C. T. & CO. -		HANDCOL PROOF	
CUSTOMER		RETURN PHOTO.	
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			

replied 3-8-32  
6 1/2  
3 1/2  
Color in photo = 1  
4/7-32

2  
8

T  
X



BLUE PRINT O.K.  
APR 14 1932

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

DEAL NO. **D-2129** ORDER NO. **59587**  
CUSTOMER **PETTY'S, INC.,**  
**NEWARK, N.J.**

DATE **3-8-1932**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**25 M CIRCULARS**

SIZE **7 X 6** FOLDED TO  
**3 1/2 X 6**

STYLE **ARTGRAVURE BLUE**

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **PETTY'S ANTI-TUSSIS FOR ALL COUGHS**  
**(ETC. AS PER LAYOUT)**

FRONT NO. **NONE** (All of this on address side)  
R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
**IMPRINT: D-2129 LITHO BY CURT TEICH & CO.,**  
**INC., CHICAGO, U.S.A.**

RETOUCHING DEPARTMENT  
Submit — Sketch ☒ Layout — Retouched Photo — Wash Drawing  
Follow Layout  
**SEE LAYOUT ATTACHED.**

PHOTO LITHO  
Rephoto ☒ NEG. NO.  
**1** Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER \_\_\_\_\_ Straighten Photo  
☒ Negative — Line — Halftone — Combination. **120**  
Dry — Wet — Pancromatic — Color Separation. **133**  
Transfer — Paper Process — New Process. **150**  
Stripping — White Border — Full Face. **175**  
☒ Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM _____ COPIES										ZINC ETCHINGS FROM _____ COPIES									
DUPLICATES _____ ZINC COLOR PLATES										DUPLICATES _____ COLOR PLATES									
LINE & HALFTONE COMB. _____ COLOR PROCESS																			
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day						

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH, SAME SIZE \_\_\_\_\_  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH, SAME SIZE \_\_\_\_\_

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

\_\_\_\_\_ FLAT \_\_\_\_\_ GOOD \_\_\_\_\_ IN COLORS \_\_\_\_\_ SPECIAL STOCK  
\_\_\_\_\_ ELECTROTYPES EACH OF \_\_\_\_\_  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

1 rephoto 8x10  
Layout 3 1/2  
Ret 6  
C-5

1  
305  
137

2



BLUE PRINT O. K.  
MAY 27 1932

215 SANBORN SOUVENIR CO., DENVER, COLO.

NO. D-2130

ORDER NO. 59606

DATE 3-8-1932

12 M500 LARGE ~~XXX~~ FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NO

R. M.

YES-SAME AS

TITLE (IN FULL)

ROYAL GORGE, COLO.

IMPRINT

SAME AS ABOVE.

ON ~~XX~~ D-1660

ONE OF THE WORLD'S GREATEST CHASMS.  
ROYAL GORGE AND THE WORLD'S ~~XXXXXX~~  
HIGHEST BRIDGE.

COLOR DESCRIPTION

USE NEW PHOTO. BE SURE & HAVE LETTERING SPREAD AT TOP, AS ON  
CUSTOMER'S PENCIL DUMMY ATTACHED. HAVE PICTURE COME HIGHER &  
LARGER THAN SHOWN ON CUSTOMER'S DUMMY ATTACHED. STRENGTHEN  
BRIDGE WHICH IS SILVER COL R WITH SHADOWS. DO NOT TOUCH UP PURE WHITE  
RETOUCH PHOTO ABOUT LIKE COLORED COPY ATTACHED TO GET SIMILAR  
EFFECT AS COLORED CARD ATTACHED.

SUBMIT: RET. PHOTO ☒ B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

NO. D-2130

ORDER NO. 59606

DATE 3-8-1932

SANBORN SOUVENIR CO.,  
DENVER, COLO.

12 M 500 LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NO

R. M.

YES-SAME AS ON

TITLE (IN FULL)

THE ROYAL GORGE, COLO.

IMPRINT

D-1660

SHOWING THE WORLD'S HIGHEST BRIDGE  
AND THE WORLD'S STEEPEST INCLINE  
RAILWAY

MADE BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

USE PHOTO NO. 2A44.

SEE 24498 ATT.

SUBMIT: RET. PHOTO ☐ B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



NO. D-2131

ORDER NO. 59648

DATE 3-10-1932

PUTNAM STUDIOS,  
LOS ANGELES, CALIF.

6 M LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES-SAME AS

TITLE (IN FULL)

IMPRINT

ON N-4136.

SCOUVENIR OF LAKE  
ARROWHEAD, CALIFORNIA

SAME AS ABOVE

COLOR DESCRIPTION

USE BLACK PLATE FROM FRONT OF COVER NO. N-4136. COLOR SAME AS  
N-4136. TAKE OUT CUSTOMER'S IMPRINT FROM BLACK PLATE.

NO. D-2131

ORDER NO. 59648

DATE 3-10-1932

PUTNAM STUDIOS,  
LOS ANGELES, CALIF.

6 M LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES-~~EXM~~

TITLE (IN FULL)

IMPRINT

SAME AS ON

(NO TITLE)

MADE BY CURT TEICH N-4136  
& CO., INC., CHICAGO, U.S.A.

COLOR DESCRIPTION

USE NEW PHOTO. COLOR AS PER TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. MAR 31 1932

DIAL NO. D-2132 ORDER NO. 59625 DATE 3-9-1932 DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

CUSTOMER JOHN T. BENSON, INC., NASHUA, N.H.

Photos for this Customer

50 M CIRCULARS SIZE 6 x 7 FOLDED TO 3 1/2 x 6 STYLE ARTGRAVURE BLUE

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full WELCOME ETC.

FRONT NO. R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: D-2132 ARTGRAVURE BY CURT TEICH & CO., INC., CHICAGO, U.S.A.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE LAYOUT ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR SOLID METAL - FLUSH TOP - FLUSH BOTTOM FLUSH SIDES - FLUSH ALL AROUND UNMOUNTED WITH BEARERS CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF ON WOOD METAL

DEADLINE

RETURN PHOTOS

DEADLINE



FILE

CUSTOMER	DIAL NO. <b>&amp; D-2133</b>	ORDER NO. <b>59774</b>	DATE <b>3-15-1932</b>	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer																												
	CUSTOMER <b>CURT TEICH &amp; CO.</b>																																	
M	LETTERHEAD		SIZE <b>8 1/2 X 11</b>	STYLE																														
	PLACE OF TITLE : Upper, Lower, Left, Center—Border—Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full <b>C.T. LETTERHEAD</b>			FRONT NO. (All of this on address side) R. M. Yes No R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT : Customer C. T. Imprint No Imprint																														
RETOUCHING DEPARTMENT	Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout			PHOTO LITHO Rephoto																														
				NEG.NO. ____ Photograph each - Size 5x7 - 8x10 - 10x12 ____ Prints each from ____ Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER Straighten Photo Negative — Line — Halftone — Combination. Screen 120 Dry — Wet — Pancromatic — Color Separation. 133 Transfer — Paper Process — New Process. 150 Stripping — White Border — Full Face. 175 Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.																														
COLOR DESCRIPTION				ENGRAVING DEPARTMENT																														
HALFTONES FROM ____ COPIES DUPLICATES ZINC COLOR PLATES LINE & HALFTONE COMB. COLOR PROCESS				ZINC ETCHINGS FROM ____ COPIES DUPLICATES COLOR PLATES																														
<table><tr><td>Extra Negatives</td><td>Extra Stripping</td><td>Strip To Size</td><td>Double Print</td><td>Reverse Position</td><td>Reverse Color</td><td>Ben Day</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>				Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day								<table><tr><td>Extra Negatives</td><td>Extra Stripping</td><td>Strip To Size</td><td>Double Print</td><td>Reverse Position</td><td>Reverse Color</td><td>Ben Day</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>			Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day							
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day																												
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day																												
SIZE ____ WIDE ____ HIGH. SAME SIZE. SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.				SIZE ____ W IDE ____ HIGH. SAME SIZE ____ BLOCKING DEPT. WOOD - MORTISE - ANCHOR SOLID METAL - FLUSH TOP - FLUSH BOTTOM FLUSH SIDES - FLUSH ALL AROUND UNMOUNTED WITH BEARERS CUT TO PICAS (see size)																														
ETCHING DEPT. PAINT IN BACKGROUND SOLID				PROOFS ____ FLAT ____ GOOD ____ IN COLORS ____ SPECIAL STOCK ____ ELECTROTYPES EACH OF ____ ON WOOD METAL.																														
FINISHING DEPT. OUTLINE - OVAL - CIRCLE SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT WITH LINE - WITHOUT LINE - SPECIAL BORDER.																																		

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



128  
BLUE PRINT O.K.  
APR 14 1932

TOLEDO POST CARD CO.,  
TOLEDO, OHIO

NO. D-2134

ORDER NO. 59735

DATE 3-17-1932

12 M 500 LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NONE

R. M.

YES & MAP

TITLE (IN FULL)

SCENES ALONG LAKE SHORE

IMPRINT

NONE

ROUTE BETWEEN TOLEDO, SANDUSKY,  
CLEVELAND AND CONNEAUT, OHIO.

UNION TERMINAL TOWER AND PUBLIC  
SQUARE, CLEVELAND, OHIO

IN PLATE - (C)

COLOR DESCRIPTION

USE PHOTO NO. 1A3118. USE RED ATTRACTIVE LETTERS IN TITLE.

SKETCH IN SEA GULLS AND FISH AROUND BORDER. *Use portion of photo as per card attached.*

*Use large map & bring out shore line route as shown on small map*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. *enclosed*

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

NO. D-2134

ORDER NO. 59735

DATE 3-17-1932

12 M 500 LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NONE

R. M.

YES & MAP

TITLE (IN FULL)

AEROPLANE VIEW OF CEDAR POINT.

MADE BY CURT TEICH & CO., INC.,

EAST 9TH STREET PIER AND SKYLINE,  
CLEVELAND. IN PLATE - (C).

CHICAGO, U.S.A.

HIGH LEVEL BRIDGE, TOLEDO.

VIEW OF EUCLID BEACH PARK, CLEVELAND.

IN PLATE - (C)

COLOR DESCRIPTION

USE NEW PHOTO AND PHOTO NOS. 289-29, 1A3190, 5219-29.

INSTRUCTIONS FOR NEW PHOTO - HIGH LEVEL BRIDGE - BRIDGE DULL GREEN  
COLOR. TALL BLDGS. ON RIGHT LIGHT GRAY & TAN GRAY. ON CENTER REAR  
BUFF AND GRAY FLAT BLDG. ON REAR RIGHT DARK RED. BOAT ON RIGHT  
BLACK. WHITE CABIN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

1. *rephotograph 5/10/32*  
*Lay out & lettering 9 1/2*  
*R.F. 9 1/2*  
*19 - 6*  
*14 - 2*

*Photo of front cover*  
*To Teich*  
*4/11/32*  
*(13)*



BLUE PRINT 0 K  
MAR 29 1932

✓

DIAL NO. D-2135 ORDER NO. 59770 DATE 3-15-1932 DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

CUSTOMER INMAN HOTEL, CHAMPAIGN, ILL.

6 M PC SIZE 3 1/2 X 5 1/2 STYLE ARTGRAVURE GREEN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Left, Center, Border—Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full INMAN HOTEL (FIREPROOF) — CHAMPAIGN, ILL.

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

NEG. NO.

PHOTO LITHO Rephoto

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
USE PHOTO NO. 1527-29

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
See Day

Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
See Day

SIZE W IDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS  
FLAT - GOOD - IN COLORS - SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED TO

PHOTO USED FOR

RETURN PHOTO YES NO

6 H 363

3-18-sure

must leave

6-20 min

R. 1

10

DEADLINE

TX



BLUE PRINT O.K.  
APR 20 1932

**CUSTOMER** DIAL NO. **D-2136** ORDER NO. **59775** DATE **3-18-1932** DEPT. **RETOUCHING** DATE COMPLETED **PHOTOS for this Customer**

**CUSTOMER** **THE CROYDON HOTEL,**  
**CHICAGO, ILLINOIS**

**50 M FOLDERS** SIZE **8 1/4 x 10 7/8** STYLE **OFFSET BLACK**

PLACE OF TITLE: Upper, Lower, Left, Center—Border—**Follow Layout**  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **THE CROYDON HOTEL**  
**(ETC. AS PER LAYOUT)**

FRONT NO. **NONE** (All of this on address side) R. M. **Yes** No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint **No Imprint**  
**IMPRINT: D-2136**

**RETOUCHING DEPARTMENT**  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
**SEE LAYOUT ATTACHED.**

**PHOTO LITHO**  
Rephoto **NEG. NO.**  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
**DELIVER** Straighten Photo  
**Negative** — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
**Blue Print** — Handcolor — Black & White Proof. Titles—Red, Blue.

**COLOR DESCRIPTION**

**ENGRAVING DEPARTMENT**  
**HALFTONES** FROM \_\_\_\_ COPIES  
**DUPLICATES** ZINC COLOR PLATES  
**LINE & HALFTONE COMB.** COLOR PROCESS  
**Extra Negatives** **Extra Stripping** **Strip To Size** **Double Print** **Reverse Position** **Reverse Color** **Ben Day**  
**Extra Negatives** **Extra Stripping** **Strip To Size** **Double Print** **Reverse Position** **Reverse Color** **Ben Day**  
SIZE \_\_\_\_ WIDE \_\_\_\_ HIGH, SAME SIZE \_\_\_\_  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.  
**ETCHING DEPT.** PAINT IN BACKGROUND SOLID  
**FINISHING DEPT** OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

**ZINC ETCHINGS** FROM \_\_\_\_ COPIES  
**DUPLICATES** COLOR PLATES  
**Extra Negatives** **Extra Stripping** **Strip To Size** **Double Print** **Reverse Position** **Reverse Color** **Ben Day**  
SIZE \_\_\_\_ WIDE \_\_\_\_ HIGH, SAME SIZE \_\_\_\_  
**BLOCKING DEPT.** WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)  
**PROOFS**  
\_\_\_\_ FLAT \_\_\_\_ GOOD \_\_\_\_ IN COLORS \_\_\_\_ SPECIAL STOCK  
\_\_\_\_ ELECTROTYPES EACH OF \_\_\_\_  
ON WOOD METAL.

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE



BLUE PRINT O. K.  
MAY 2 - 1932

VR1

R 2  
MAR 22  
C-1/2

CUSTOMER PROPERTY OF C. T. & CO. —

RETURN PHOTO YES

ORDER NO. 59902 DATE 3-24-1932

CUSTOMER HUCKINS HOTEL,  
OKLAHOMA CITY, OKLA.

6 M FC GROUP (2) SIZE 3 1/2 X 5 1/2

STYLE ARTGRAVURE BROWN  
WHITE BORDER

PLACE OF TITLE: Upper, Lower, Left, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HUCKINS HOTEL AND FIREPROOF GARAGE,  
OKLAHOMA CITY, OKLA.

FRONT NO. 5

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout and 2 Layouts

NOTE LEFT OF PHOTO, A TWO STORY BLDG. WITH 3  
ARCHED WINDOWS, THIS IS PART OF HOTEL AND IS  
TO BE LEFT IN. ALL OTHER BLDGS. ON LEFT AND ABOVE  
ARE TO BE BLOCKED OUT. ALSO BLOCK OUT ~~XXXX~~ FLOUR  
MILL AT RIGHT AND OTHER BLDGS. BELOW IT. ON THE  
SIDE OF THE HUCKINS GARAGE, IN BETWEEN THE HOTEL &  
GARAGE PAINT A SIGN "UP AND DOWN" HUCKINS GARAGE.

ON THE ~~XX~~ MAP BE SURE AND NAME THE FOLLOWING TOWNS  
ENID, PONCA CITY, BARTELSVILLE, MIAMI, CLAREMORE, TULSA,  
ETC. SEE MAP ENCLOSED WHICH IS MARKED ABOUT AS  
CUSTOMER WOULD LIKE IT.

COLOR AND SHADE HOTEL BLDG. SAME AS ON D-1902  
ATTACHED. PUT IN SOME ~~XX~~ GOOD CLOUDS.

PHOTO LITHO

Rephoto

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Half-tone — Combination.

Dry — Wet — Panchromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day

SIZE WIDE HIGH SAME SIZE

SCREEN 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL.

NEG. NO.

PHOTO RETURNED TO

PHOTO USED FOR

625  
1790  
2200



BLUE PRINT O.K.  
APR 15 1932

DIAL NO. **D-2138** ORDER NO. **59915** DATE **3-24-1932** DEPT. **RETOUCHING**  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

CUSTOMER **CINEMA ADV. CO.,  
BOSTON, MASS.**

Photos for this Customer **10**

**12 1/2** M WINDOW STICKERS SIZE **3 X 13** STYLE **OFFSET**

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **HOOD'S STRAWBERRY ICE CREAM**

FRONT NO. **NONE** (All of this on address side) R. M. Yes **No**  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint **No Imprint**

PUT PLATE NO. ON PICTURE SIDE

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUTS AND INSTRUCTIONS ATTACHED.

*Layouts ~  
large D file*

COLOR DESCRIPTION

USE A DIFFERENT BACKGROUND ON EACH STICKER.  
THE WORDS "HOOD'S ICE CREAM" SHOULD BE IN RED  
ON ALL STRIPS

PHOTO LITHO  
Rephoto

NEG. NO. **10**

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM \_\_\_\_\_ COPIES  
DUPLICATES \_\_\_\_\_ ZINC COLOR PLATES  
LINE & HALFTONE COMB. \_\_\_\_\_ COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH SAME SIZE \_\_\_\_\_

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PROOFS  
FLAT — GOOD — IN COLORS — SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

CUSTOMER  
PHOTO PROPERTY OF C. T. & CO.  
NO  
YES  
RETURN PHOTO

PHOTO RETURNED  
TO  
PHOTO USED FOR

RED IMPR



BLUE PRINT O.K. *W*  
APR 15 1932

CUSTOMER	DIAL NO.	D-2139	ORDER NO.	59915	DATE	3-24-1932	DEPT.	RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	10 Photos for this Customer				
	CUSTOMER	CINEMA ADV.CO., BOSTON, MASS.												
CUSTOMER	12 1/2	M	WINDOW STICKERS	SIZE	3 X 13	STYLE	OFFSET							
	PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout													
CUSTOMER	Title in Plate	Yes	No	Copyright in Plate	Yes	No	FRONT NO.	NONE	(All of this on address side)	R. M.	Yes	No		
	Title in full	HOOD'S COFFEE ICE CREAM						R. M. to cover part of Mess. Space, entire Mess. Space, entire Front				Trade Mark	Yes	No
CUSTOMER							IMPRINT: Customer	C. T. Imprint	No Imprint					
							PUT PLATE NO. ON PICTURE SIDE							
CUSTOMER	RETOUCHING DEPARTMENT								PHOTO LITHO					
	Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout								Rephoto					
CUSTOMER	SEE LAYOUTS AND INSTRUCTIONS IN ENV. D-2138								NEG. NO.					
									Photograph each - Size 5x7 - 8x10 - 10x12					
CUSTOMER									Prints each from — Negatives MATTE or GLOSSY					
									Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted					
CUSTOMER									See Salesman, Customer, or Sample for Position, Office					
									DELIVER Straighten Photo					
CUSTOMER									Negative — Line — Halftone — Combination.					
									Dry — Wet — Pancromatic — Color Separation.					
CUSTOMER									Transfer — Paper Process — New Process.					
									Stripping — White Border — Full Face.					
CUSTOMER									Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.					
									ENGRAVING DEPARTMENT					
CUSTOMER	COLOR DESCRIPTION								HALFTONES FROM — COPIES					
	USE A DIFFERENT BACKGROUND ON EACH STICKER. THE WORDS "HOOD'S ICE CREAM" SHOULD BE IN RED ON ALL STRIPS.								ZINC COLOR PLATES					
CUSTOMER									ZINC ETCHINGS FROM — COPIES					
									COLOR PLATES					
CUSTOMER									LINE & HALFTONE COMB — COLOR PROCESS					
									Extra Negatives					
CUSTOMER									Extra Negatives					
									Extra Stripping					
CUSTOMER									Strip To Size					
									Double Print					
CUSTOMER									Reverse Position					
									Reverse Color					
CUSTOMER									Ben Day					
									SIZE — WIDE — HIGH. SAME SIZE					
CUSTOMER									BLOCKING DEPT. WOOD - MORTISE - ANCHOR					
									SOLID METAL - FLUSH TOP - FLUSH BOTTOM					
CUSTOMER									FLUSH SIDES - FLUSH ALL AROUND					
									UNMOUNTED WITH BEARERS					
CUSTOMER									CUT TO PICAS (see size)					
									PROOFS					
CUSTOMER									FLAT — GOOD — IN COLORS — SPECIAL STOCK					
									ELECTROTYPES EACH OF					
CUSTOMER									ON WOOD METAL					

RED IMPR



BLUE PRINT O.K.  
APR 20 1932

CUSTOMER NO. D-2140 ORDER NO. 59915 DATE 3-24-1932 DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART DATE COMPLETED

CUSTOMER CINEMA ADV.CO., BOSTON, MASS.

12 1/2 M WINDOW STICKERS SIZE 3 3 X 13 STYLE OFFSET

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOOD'S CHOCOLATE ICE CREAM

FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PUT PLATE NO. ON PICTURE SIDE

RETOUCHING DEPARTMENT  
Submit -- Sketch -- Layout -- Retouched Photo -- Wash Drawing  
Follow Layout

SEE LAYOUTS AND INSTRUCTIONS IN ENV. D-2138

PHOTO LITHO  
Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negatives -- Line -- Halftone -- Combination. Screen 120  
Dry -- Wet -- Pancromatic -- Color Separation. Screen 133  
Transfer -- Paper Process -- New Process. Screen 150  
Stripping -- White Border -- Full Face. Screen 175  
Blue Print -- Handcolor -- Black & White Proof. Titles -- Red, Blue.

COLOR DESCRIPTION  
USE A DIFFERENT BACKGROUND ON EACH STICKER. THE WORDS "HOOD'S ICE CREAM" SHOULD BE IN RED ON ALL STRIPS.

ENGRAVING DEPARTMENT  
HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB COLOR PROCESS  
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day  
SIZE WIDE HIGH SAME SIZE  
SCREEN 55 60 85 100 110 120 133 150  
ETCHING DEPT. PAINT IN BACKGROUND SOLID  
FINISHING DEPT. OUTLINE - OVAL - CIRCLE SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day  
SIZE WIDE HIGH SAME SIZE  
BLOCKING DEPT. WOOD - MORTISE - ANCHOR SOLID METAL - FLUSH TOP - FLUSH BOTTOM FLUSH SIDES - FLUSH ALL AROUND UNMOUNTED WITH BRASS CUT TO PICAS (see size)  
PROOFS  
FLAT - GOOD - IN COLORS - SPECIAL STOCK  
ELECTROTYPES EACH OF ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

10  
Photos for  
this Customer

NEG. NO.

RED IMPR

275  
160  
705  
135  
975  
100

200  
150  
200  
430  
785  
800



BLUE PRINT O.K.  
APR 15 1932

21

CUSTOMER NO. D-2141 ORDER NO. 59915 DATE 3-24-1932 DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART DATE COMPLETED

CUSTOMER CINEMA ADV. CO., BOSTON, MASS.

10  
Photos for this Customer

12 1/2 M WINDOW STICKERS SIZE 3 X 13 STYLE OFFSET

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOOD'S FROZEN PUDDING ICE CREAM

FRONT NO. NONE (All of this on address side)  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PUT PLATE NO. ON PICTURE SIDE

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
SEE I LAYOUTS AND INSTRUCTIONS IN ENV. D-2138

PHOTO LITHO  
Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

NEG. NO.

COLOR DESCRIPTION  
USE A DIFFERENT BACKGROUND ON EACH STICKER. THE  
WORDS "HOOD'S ICE CREAM" SHOULD BE IN RED ON ALL  
STRIPS.

ENGRAVING DEPARTMENT  
HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH, SAME SIZE  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS  
FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

RED IMPR



BLUE PRINT O.K.  
APR 15 1932

25

CUSTOMER  
DIAL NO. D-2142 ORDER NO. 59915 DATE 3-24-1932 DEPT. RETOUCHING  
CINEMA ADV. CO.,  
BOSTON, MASS. ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

10  
Photos for  
this Customer

12 1/2 M WINDOW STICKERS SIZE 3 x 13 STYLE OFFSET

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout (All of this on address side)  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOOD'S MAPLE-WALNUT ICE CREAM  
FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PUT PLATE NO. ON PICTURE SIDE

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
SEE LAYOUTS AND INSTRUCTIONS IN ENV. D-2138

PHOTO LITHO  
Rephoto  
NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION  
USE A DIFFERENT BACKGROUND ON EACH STICKER. THE  
WORDS "HOOD'S ICE CREAM" SHOULD BE IN RED ON  
ALL STRIPS.

ENGRAVING DEPARTMENT  
HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH, SAME SIZE \_\_\_\_\_  
SCREEN - 55 - 60 - 65 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH, SAME SIZE \_\_\_\_\_

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS  
FLAT - GOOD - IN COLORS - SPECIAL STOCK  
ELECTROTYPES EACH OF \_\_\_\_\_  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

RED IMPR.



BLUE PRINT O-K  
APR 23 1932

DIAL NO.	D-2143	ORDER NO.	59915	DATE	3-24-1932	DEPT. ETCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	<div style="font-size: 2em; font-weight: bold;">10</div> <div>Photos for this Customer</div>
CUSTOMER	CINEMA ADV. CO., BOSTON, MASS.							
12½ M	<b>RZ WINDOW STICKERS—SIZE</b>			<b>3 X 13</b>		<b>STYLE</b>		<b>OFFSET</b>
PLACE OF TITLE: Upper, Lower, Left, Center—Border				(Left)		FRONT NO.		NONE
Title in Plate	Yes	No	Copyright in Plate	Yes	No	R. M.		Yes
Title in full	<b>HOOD'S FUTURE ICE CREAM</b>						Special type as sample	
FLAVORS: <b>CHOCOLATE VANILLA STRAWBERRY</b>				BONNIE-BROOK		IMPRINT:		Customer
						C. T. Imprint		No Imprint
PUT PLATE NO. ON PICTURE SIDE								
ETCHING DEPARTMENT				PHOTO LITHO				
Engrave — Scratch — Layout — Remounted Photo — Wash Drawing				Rephoto				
SEE LAYOUTS AND INSTRUCTIONS IN ENV. D-2138				Photograph each — Size 5x7 — 8x10 — 10x12				
use D-2147				Prints each from — Negative MATTE or GLOSSY				
				Mount on CARD/LITHO, with hinge — or without hinge — Not mounted				
				See Salesman, Customer, or Sample for Position, Office				
				Straighten Photo				
				Wash — Line — Ha-Pene — Coloration				
				Dry — Wet — Paper-matic — Color Separation				
				Transfer — Paper Process — New Process				
				Shipping — White Border — Full Face				
				Color Print — Hand-drawn — Black & White Proof — Titles — Red, Blue,				
COLOR DESCRIPTION								
USE A DIFFERENT BACKGROUND ON EACH STICKER. THE WORDS "HOOD'S ICE CREAM" SHOULD BE IN RED ON ALL STRIPS.								
ENGRAVING DEPARTMENT				ZINC ETCHINGS				
Engrave — Scratch — Layout — Remounted Photo — Wash Drawing				Photo Litho				
SEE LAYOUTS AND INSTRUCTIONS IN ENV. D-2138				Photograph each — Size 5x7 — 8x10 — 10x12				
use D-2147				Prints each from — Negative MATTE or GLOSSY				
				Mount on CARD/LITHO, with hinge — or without hinge — Not mounted				
				See Salesman, Customer, or Sample for Position, Office				
				Straighten Photo				
				Wash — Line — Ha-Pene — Coloration				
				Dry — Wet — Paper-matic — Color Separation				
				Transfer — Paper Process — New Process				
				Shipping — White Border — Full Face				
				Color Print — Hand-drawn — Black & White Proof — Titles — Red, Blue,				
ETCHING DEPT								
Engrave — Scratch — Layout — Remounted Photo — Wash Drawing								
SEE LAYOUTS AND INSTRUCTIONS IN ENV. D-2138								
Photograph each — Size 5x7 — 8x10 — 10x12								
Prints each from — Negative MATTE or GLOSSY								
Mount on CARD/LITHO, with hinge — or without hinge — Not mounted								
See Salesman, Customer, or Sample for Position, Office								
Straighten Photo								
Wash — Line — Ha-Pene — Coloration								
Dry — Wet — Paper-matic — Color Separation								
Transfer — Paper Process — New Process								
Shipping — White Border — Full Face								
Color Print — Hand-drawn — Black & White Proof — Titles — Red, Blue,								

OF THE

275  
110  
105  
80  
75  
2

301

657



BLUE PRINT O.K.  
APR 15 1932

DIAL NO. D-2144 ORDER NO. 59915 DATE 3-24-1932  
CUSTOMER CINEMA XXXXXXXXX ADV.CO.,  
BOSTON, MASS.  
12 1/2" W WINDOW STICKERS SIZE 3 X 13 STYLE OFFSET  
PLACE OF TYPE Upper, Lower, Left, Center, Right  
Plate in Plate Yes No Copyright in Plate Yes No  
Title in Plate HOOD'S FRESH STRAWBERRY ICE CREAM  
FRONT NO. NONE  
R. M. to cover part of Mass. Space, entire Mass. 1 page, entire Front  
Trade Mark Yes No Special type as sample  
Ink in Plate Customer C. T. Impain

PUT PLATE NO. ON PICTURE SIDE

REQUIREMENTS DIFFERENT  
Selling - Retail - Layout - International Plans - Waste Layout  
Follow layout  
SEE LAYOUTS AND INSTRUCTIONS IN ENV. D-2138  
PHOTO LITHO  
Reprints  
Throughput each Size 100 - 1000 - 10000  
Production time Minimum 100000  
Mounting on CD-CLOTH with Ring - Smoothed Edge - Not mounted  
See Schedule, Customer Sample for Position, Office  
Selling Ed. Straighten Photo  
Selling Ed. Color - Half-tone - Continuous  
Selling Ed. Wm. - Photomicro - Color Separation  
Tension - Photo Process - High Process  
Selling Ed. White Paper - Full Page  
Selling Ed. Paper - Black & White Photo - Tints - Red, Blue  
Selling Ed. Paper - Black & White Photo - Tints - Red, Blue  
Selling Ed. Paper - Black & White Photo - Tints - Red, Blue

USE A DIFFERENT BACKGROUND ON EACH STICKER. THE  
WORDS "HOOD'S ICE CREAM" SHOULD BE IN RED ON  
ALL STRIPS.

RED IMPR



APR 15 1932

DARK. MAKE BLUE IMPRESSION



BLUE PRINT O.K.  
APR 15 1932

AL NO. D-2146 ORDER NO. 59915 DATE 3-24-1932

CUSTOMER CINEMA ADV. CO.,  
BOSTON, MASS.

12½ WINDOW STICKERS SIZE 3 X 13

PLACE OF TITLE: Upper, Lower, Left, Center, Header  
Title in Plate: Yes No Copyright in Plate: Yes No  
Title in full HOOD'S ICEBERGS CHOCOLATE COATED BARS  
OF HOOD'S ICE CREAM

DEPT. PHOTO LITHO  
STYLE OFFSET  
FRONT NO. NONE  
R. M. to cover part of Mass. Space, entire Mass. Space, entire Front  
Trade Mark: Yes No Special type as sample  
EXTRA: Customer C. T. Impaint

PUT PLATE NO. ON PICTURE SIDE

REWORKING DEPARTMENT  
Submit Sketch Layout Roughed Photo When Drawing  
Follow Layout

SEE LAYOUTS AND INSTRUCTIONS IN ENV. D-2138

PHOTO LITHO  
Photograph each: Size 8x7 1/2 10x12  
Prints each: Matte or Glossy  
Mount on: 1/4" 1/2" 3/4" 1" 2" 3" 4" 5" 6" 8" 10" 12" 14" 16" 18" 20" 22" 24" 26" 28" 30" 32" 34" 36" 38" 40" 42" 44" 46" 48" 50" 52" 54" 56" 58" 60" 62" 64" 66" 68" 70" 72" 74" 76" 78" 80" 82" 84" 86" 88" 90" 92" 94" 96" 98" 100"  
See Instruction: Customer, or Sample by Position: Other  
DOLLAR  
Mount: Line Horizontal Combination  
DYE: Wet Permanent Color Separation  
Tint: Paper Tint New Process  
White Border Full Face  
Color: Handcolor Black & White Tint: Red, Blue

USE A DIFFERENT BACKGROUND ON EACH STICKER. THE  
WORDS "HOOD'S ICE CREAM" SHOULD BE IN RED ON ALL  
STRIPS

RETURN PHOTO  
NO  
YES

RED IMPRESSION  
DARK BLUE IMPR.



BLUE PRINT O.K.  
APR 15 1932

CUSTOMER

DIAL NO. D-2147 ORDER NO. 59915

DATE 3-24-1932

DEPT

CUSTOMER CINEMA ADV. CO.,  
BOSTON, MASS.

12 1/2" WINDOW STICKERS SIZE 3 X 13

STYLE OFFSET

PLACE OF TITLE: Upper, Lower, Left, Center, Border

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOOD'S COUNTRY CLUB ICE CREAM

FRONT NO.

NONE

R. W.

Yes No

R. W. to cover part of Name, Space, enter Name, Space, enter Title

Trade Mark Yes No

Send no sample

Reprint Customer

C. T. Imprint

No imprint

FLAVORS:

COFFEE

ORANGE SHERBET

STRAWBERRY

ETCHING DEPARTMENT

Submit -- Sketch -- Layout -- Reouched Photo -- Wash Dry 12

Follow layout

SEE LAYOUTS AND INSTRUCTIONS IN ENV. D-2138

not D-2143

COLOR DESCRIPTION

USE A DIFFERENT BACKGROUND ON EACH STICKER. THE  
WORDS "HOOD'S ICE CREAM" SHOULD BE IN RED ON ALL  
STRIPS.

NO

YES

RETURN PHOTO

PUT PLATE NO. ON PICTURE SIDE

ETCHING DEPT

Reprint

Photograph card - Size 3 1/2 x 5 1/2 - 1 x 1 1/2

Prints with film - Negatives MATTE or GLOSSY

Mount on CARD, GLOSSY, with hinge - or without hinge - Not mounted

See Selections, Customer, or Sample for position, Office

DELIVER

Mounted Photo

Line - Half-tone - Continuous

1/2

Line - Panographic - Color Separation

1/2

Transfer - Paper Process - New Process

1/2

Swapping - White Border - Full Page

1/2

Plate Film - Hand-drawn - Black & White Photo - Titles - Fed, Blot

ETCHING DEPARTMENT

ETCHING DEPT

ETCHING DEPT

ETCHING DEPT

ETCHING DEPT

ETCHING DEPT

ETCHING DEPT

ETCHING DEPT

ETCHING DEPT

ETCHING DEPT

ETCHING DEPT

RED IMPR



BLUE PRINT O. K.  
MAY 2 - 1932

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL NO. D-2148

ORDER NO. 59944

DATE

3-28-1932

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER NICOLAS SPIROS,  
UTICA, ILL.

12 1/2 M CIRCULARS SIZE 6 X 10 1/2 Folded to 3 1/2 X 6

STYLE CO-2F-63

PLACE OF TITLE: Upper, Lower, Center—Border

How Layout

FRONT NO.

NONE

R. M. Yes No

Title in Plate Yes No Copyright in Plate Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Title in full STARVED ROCK

Trade Mark Yes No Special type as sample

(ETC. AS PER LAYOUT)

IMPRINT: Customer

C. T. Imprint

No Imprint

IMPRINT: LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2148

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED.

Post 98169, 98172, 118936

ret to Bishop 6/24/34

COLOR DESCRIPTION

MAKE COLORS ON THE SAME ORDER

AS D1010 ATT.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination  
Dry — Wet — Panchromatic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE AND COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — — — — — WIDE — — — — — HIGH SAME SIZE —

SCREEN 55 60 65 100 110 120 130 150

ETCHING DEPT. PAINTED & ENGRAVED

FINISHING DEPT. GROUND, COAT, GLOSS  
SQUARE, LINE COPY, VIGNETTE, HIGHLIGHT  
WITH LINE, WITHOUT LINE, SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — — — — — WIDE — — — — — HIGH SAME SIZE —

BLOCKING DEPT. WOOD, METAL, ANCHOR

SOLID METAL, FLUSH TOP, FLUSH BOTTOM

FLUSH SIDES, FLUSH ALL AROUND

UNMOUNTED WITH BEAKERS

CUT TO PICAS — see size

PROOFS

TEXT, MODEL, IN COLOR, NEGATIVE, GLOSS

— — — — — TYPE, ENGRAVED, LITHO

ON WOOD, METAL

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO

DEADLINE

MAKE RED IMPR.



BLUE PRINT O.K.  
MAY 5 - 1932

PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. D-2149 ORDER NO. 59971 DATE 3-28-1932

CUSTOMER HOLLAND HOTEL,  
SEATTLE, WASH.

50 M CIRCULARS SIZE 7 X 6 FOLDED TO 3 1/2 X 6

PLACE OF TITLE: Upper, Lower, Center—Border  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOLLAND HOTEL SEATTLE, WASH.  
(ETC. AS PER LAYOUT)

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE XX CO-1F-42

FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: XXIX D-2149  
LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED.

USE PHOTO NO. IA939 & NEW PHOTOS

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination  
Dry — Wet — Panoramic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES										ZINC ETCHINGS FROM COPIES									
DUPLICATES					ZINC COLOR PLATES					DUPLICATES					COLOR PLATES				
LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.	LINE & HALFTONE COMB.
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color

COLOR DESCRIPTION  
COLOR HOTEL SAME AS IA939.  
COFFEE SHOP: WALLS ARE CREAM. CUSTOMER WANTS  
DISTINCTIVE HIGHLY COLORED VIEW.  
LOBBY: WALLS CREAM. GIVE ALL THE COLOR POSSIBLE  
GUEST ROOM: WALLS CREAM. CUSTOMER WANTS ALL THE  
COLOR POSSIBLE.

CUSTOMER WANTS A GREAT DEAL  
OF COLOR AND AS ATTRACTIVE AS  
POSSIBLE.

SIZE — WIDE — HIGH SAME SIZE  
BLOCKING DEPT. WOOD, METAL, ANCHOR  
SOLID METAL — FLUSH TOP — FLUSH BOTTOM  
FLUSH SIDES — FLUSH ALL AROUND  
UNMOUNTED WITH DEARERS  
CUT TO PICAS (see size)  
PROOFS  
DEPT. GOOD — DISCOVER — SCREEN — ETC.  
ELECTROTYPES (cut to)  
ON WOOD — METAL

PHOTO RETURNED TO PHOTO USED FOR

2.00  
Layout  
K.  
A.  
C.  
+ 2 1/2

FIN 1/4  
8:50 - Thurs.

MIN RED 19 1/4

19



BLUE PRINT 0. K. 1932  
APR 18 1932

PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. D-2150 ORDER NO. 60009 DATE 3-30-1932

CUSTOMER PHILLIS WHEATLEY ASS'N.,  
CLEVELAND, OHIO

2 M PC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full \*NOT KNOWN AN INSTITUTION -- A HOME.\*  
(ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit - Sketch - Layout - Retouched Photo - Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED

COLOR DESCRIPTION

DEPT. DATE COMPLETED

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for this Customer

STYLE 1M ARTGRAVURE BROWN  
1M ARTGRAVURE GREEN  
WHITE BORDER

FRONT NO. 5  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer I. Imprint No Imprint

PHOTO LITHO

NEG. NO.

Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative - Line Half-tone - Combination  
Dry - Wet Panormatic - Color Separation  
Transfer - Paper Process - New Process  
Stripping - White Border Full Face  
Blue Print Handcolor - Black & White Proof. Titles - Red, Blue

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES										ZINC ETCHINGS FROM COPIES									
DUPLICATES										DUPLICATES									
LINE & TYPING COMB.										COLOR PLATES									
Extra Negatives	Extra Stripping	Strip to Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip to Size	Double Print	Reverse Position	Reverse Color	Ben Day						
SIZE: _____ WITH _____ HIGH: SAME SIZE																			
BLOCKING DEPT: wood, metal, anilox																			
SCREEN: 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150																			
ETCHING DEPT: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20																			
FINISHING DEPT: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20																			

PHOTO RETURNED TO PHOTO USED FOR



BLUE PRINT Q. K.  
APR 13 1932

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

DIAL NO. D-2151

ORDER NO. 60059

DATE

4-2-1932

CUSTOMER

HOTEL ROANOKE,  
ROANOKE, VA.

50 M

FC

SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border -- Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL ROANOKE - ROANOKE, VIRGINIA -

A MODERN 250 ROOM VERSION OF AN OLD ENGLISH INN

#### RETOUCHING DEPARTMENT

Submit Sketch -- Layout -- Retouched Photo -- Wash Drawing  
Follow Layout

#### COLOR DESCRIPTION

MUST HAVE

PROOF 4.5

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE ARTGRAVURE GREEN  
WHITE BORDER

FRONT NO. 5

R. M. Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

#### PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative -- Line Halftone -- Combination

Dry -- Wet Panchromatic -- Color Separation

Transfer -- Paper Process -- New Process

Stripping -- White Border -- Full Face

Blue Print -- Handcolor -- Black & White Proof. Titles - Red, Blue.

#### ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PARTS IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE

SQUARE - THICK COPY - VIGNETTE - HIGHLIGHT

WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

SIZE WIDE HIGH SAME SIZE

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

BLOCKING DEPT. WOOD - MORTISE - ANCHOR

SOLID METAL - FLUSH TOP - FLUSH BOTTOM

FLUSH SIDES - FLUSH ALL AROUND

UNMOUNTED WITH DEARERS

CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - INKED - SPECIAL STOCK

ELECTROTYPES EACH SET

ON WOOD - METAL

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE

6

TX



723

BLUE PRINT O.K. *10/11*  
APR 15 1932

ADAMS NEWS CO.,  
JOPLIN, MO.

NO. D-2152

ORDER NO. 60088

DATE 4-5-1932

6 M LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NONE

R. M

YES

TITLE (IN FULL)

SOUVENIR OF THE

IMPRINT

SAME AS ABOVE

PLAYGROUNDS OF THE OZARKS IN  
SOUTHWEST MISSOURI

"THE LAND OF A MILLION SMILES"

PRIZE DRIVE, U.S. 71

COLOR DESCRIPTION

USE PHOTO NO. 1A2075

NO. D-2152

ADAMS NEWS CO.,  
JOPLIN, MO.

ORDER NO. 60088

DATE 4-5-1932

6 M LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NONE

R. M

YES

TITLE (IN FULL)

SHOAL CREEK, JOPLIN

IMPRINT

MADE BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

COLOR DESCRIPTION

USE NEW PHOTO.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

2  
14

T  
X







BLUE PRINT O.K.  
MAY 25 1932

CUSTOMER

DIAL No. D-2154 ORDER NO. 60232 DATE 4-11-1932

CUSTOMER WOODLAND DAIRY,  
WATERTOWN, MASS.

25 M MILK BOTTLE CIRC. SIZE 6 x 7 - DIE CUT

PLACE OF TITLE: Upper, Lower, Center—Border  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full WOODLAND DAIRY  
(AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit - Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED TO PHOTOS

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED TO PHOTOS

DEADLINE

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE 8 PAGES - 5 COLORS.

FRONT NO. NONE  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT - Customer C. T. Imprint No Imprint  
IMPRINT: NONE D-2154

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from - Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative - Line Halftone Combination  
Dry - Wet Panoramic - Color Separation  
Transfer - Paper Process - New Process  
Stripping - White Border - Full Face  
Blue Print Handcolor Black & White Proof Titles - Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM				ZINC ETCHINGS FROM			
COPIES				COPIES			
DUPLICATES				DUPLICATES			
LINE & HALFTONE COMB.				COLOR PLATES			
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Extra Negatives	Extra Stripping	Strip To Size	Double Print
Reverse Position	Reverse Color	Ben Day		Reverse Position	Reverse Color	Ben Day	

SIZE - - - - - WIDE - - - - - HIGH SAME SIZE  
SCREEN - 55 60 65 100 110 120 135 150

ETCHING DEPT. ENGRAVING DEPT.  
FINISHING DEPT. CUTTING DEPT.  
SQUARE LIKE COPY - HIGHLIGHT - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE - - - - - WIDE - - - - - HIGH SAME SIZE  
BLOCKING DEPT. WOOD - METAL - ANOTHER  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEAKERS  
CUT TO PICAS (see size)  
PROOFS  
FINE - GOOD - IN COLOR - SPECIAL NEGATIVE  
FREE PROOFS EACH OF  
ON WOOD - METAL

PHOTO RETURNED

TO

PHOTO USED FOR

MAKE RED IMPRESSION  
4 DK Blue



A 22  
BLUE PRINT O.K.  
APR 27 1932

GEORGE J. DAVIS,  
ANNAPOLIS, MD.

✓ NO. D-2155

ORDER NO. 60250

DATE 4-13-1932

12 M 500 LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NONE

YES-SAME AS

TITLE (IN FULL)

SOUVENIR FOLDER OF

IMPRINT

ON N-1484

ANNAPOLIS, MD.

LOUIS KAUFMANN & SONS,  
BALTIMORE, MD.

CHAPEL, U.S. NAVAL ACADEMY,  
ANNAPOLIS, MD.

COLOR DESCRIPTION

USE PHOTO NO. AC 1615.

MAKE EXACTLY THE SAME DESIGN AS ON COVER NO. N-1484

NO. D-2155

ORDER NO. 60250

DATE 4-13-1932

12 M 500 LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NONE

YES-SAME AS

TITLE (IN FULL)

MAIN ENTRANCE TO

IMPRINT

ON N-1484

U.S. NAVAL ACADEMY, ANNAPOLIS,  
MD.

MADE BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

USE PHOTO NO. AC 1616

MAKE EXACTLY THE SAME DESIGN AS ON COVER NO. N-1484.

BE SURE AND PUT TRADEMARK ON FLAP OF COVER AS ON XXXI N-1484

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

Print & Layout  
3  
R 3

✓







A22

BLUE PRINT O.K.  
MAY 24 1932

4  
4  
5

KAPLAN NEWS AGENCY, LAFAYETTE, IND.		NO. 0-2157	
		ORDER NO. 60313	
		DATE 4-21-1932	
12 1/2 M LARGE FOLDER COVER		FRONT	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. NONE R. M YES	
TITLE (IN FULL) SOUVENIR FOLDER OF PURDUE UNIVERSITY, W. LAFAYETTE, IND.		IMPRINT SAME AS ABOVE	
MECHANICAL BUILDING HEAVILON HALL			
COLOR DESCRIPTION			
USE PHOTO NO. 66000 .			
KAPLAN NEWS AGENCY, LAFAYETTE, IND.		NO. 0-2157	
		ORDER NO. 60313	
		DATE 4-21-1932	
12 1/2 M LARGE FOLDER COVER		BACK	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. NO R. M YES	
TITLE (IN FULL) AEROPLANE VIEW OF FOOTBALL STADIUM "THE BOWL"		IMPRINT MADE BY CURT TEICH & CO., INC., CHICAGO, U.S.A.	
COLOR DESCRIPTION			
USE PHOTO NO. 2A6-2			
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. PHOTO PROPERTY OF C. T. & CO.— CUSTOMER			
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			

DEADLINE

19  
2



Color Photo 4  
Lays out 6  
4c

725  
BLUE PRINT O.K.  
MAY 24 1932

H.S. BEACH, EL PASO, TEX.		NO. D-2158 ORDER NO. 60353 DATE 4-21-1932	
25 M LARGE FOLDER COVERS <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		FRONT <small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. NONE R. M. YES	
TITLE (IN FULL) SOUVENIR FOLDER OF CIUDAD JUAREZ, MEXICO AND <del>XXXXXXXXXX</del> MEXICAN BULL FIGHT SCENES		IMPRINT H.S.B.	
COLOR DESCRIPTION			
USE PHOTO NO. 48692. MAKE VIEW AND LETTERING AS LARGE AND OUTSTANDING AS POSSIBLE.			
H.S. BEACH, EL PASO, TEX.		NO. D-2158 ORDER NO. 60353 DATE 4-21-1932	
25 M LARGE FOLDER COVERS <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		BACK <small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. NONE R. M. YES	
TITLE (IN FULL) INTERNATIONAL BRIDGE, CONNECTING AVENIDA LERDO AND <del>XXXXXXXXXX</del> STANTON STREET, BETWEEN C. JUAREZ, MEXICO AND EL PASO, TEXAS		IMPRINT MADE BY CURT TEICH & CO., INC., CHICAGO, U.S.A.	
COLOR DESCRIPTION			
USE NEW PHOTO. MT. IN BACKGROUND LIGHT BROWN. TAKE OUT LETTERING			
SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO. PHOTO PROPERTY OF C. T. & Co. — CUSTOMER			
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			

19-26



26  
PRINT O. K.  
MAY 24 1932

H.S. BEACH,  
EL PASO, TEX.

✓ NO. 0-2159

ORDER NO. 60369

DATE 4-21-1932

25 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NONE

YES

TITLE (IN FULL)

SOUVENIR FOLDER OF

IMPRINT

H.S.B.

EL PASO, TEXAS

THE BASSETT TOWER

COLOR DESCRIPTION

USE PHOTO NO. 2126-30. MAKE HEAVY AND OUTSTANDING LETTERING IN  
TITLE. MAKE BLDG. AS LARGE AS POSSIBLE.

H.S. BEACH,  
EL PASO, TEX.

NO. 0-2159

ORDER NO. 60369

DATE 4-21-1932

25 M LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NO

YES

TITLE (IN FULL)

MILLS STREET, FRONTING

IMPRINT

MADE BY CURT TEICH & CO.,

SAN JACINTO PLAZA, EL PASO, TEXAS

INC., CHICAGO, U.S.A.

COLOR DESCRIPTION

USE NEW PHOTO. COLORS AS MARKED ON PRINT ATTACHED.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC. CHICAGO  
PHOTO TICKET



BLUE PRINT O.K.  
JUL 11 1932

CUSTOMER  
DIAL NO. D-2160 ORDER NO. 60372 DATE 4-21-1932 DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

CUSTOMER THE CONKLIN PEN CO., TOLEDO, OHIO

1501 CIRCULARS SIZE 8 1/2 X 11

PLACE OF TITLE: Upper, Lower, Center—Border  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full CONKLIN NOZAC  
WINDS LIKE A WATCH  
(ETC. AS PER LAYOUT)

STYLE ART COLORTONE

FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
IMPRINT: NONE D-2160

PHOTO LITHO  
Rephoto  
5 Photographs each - Size 5x7 - 5x11 10x12  
6 Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative - Line - Halftone - Combination  
Dry - Wet - Panchromatic - Color Separation  
Transfer - Paper Process - New Process  
Stripping - White Border - Full Face  
Blue Print Handcolor Black & White Proof Titles - Red, Blue

NEG. NO.

RETOUCHING DEPARTMENT  
Submit - Sketch - Layout - Retouched Photo - Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED. TO BREAK UP THE MARGIN, RUN A FIVE OR SIX POINT RULE AND A ONE POINT RULE ALL THE WAY DOWN THE MARGIN ON BOTH THE FRONT AND BACK SIDES.  
14 photos ret. 7/18/32  
SHOW LEADS ON PENCILS

COLOR DESCRIPTION  
USE A BACKGROUND COLOR ON THE SIDE MARGIN AND BORDER. INTRODUCE COLOR IN THE BACKGROUND WHEREVER NECESSARY TO BRING OUT MERCHANDISE. PENS AND PENCILS MUST BE SHOWN IN EXACTLY THE COLOR AS THE SAMPLES.

HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALF-TONE COMB. COLOR PROCESS

SIZE WIDE HIGH SAME SIZE  
SCREEN 55 60 65 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE  
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT  
WITH LINE WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES

SIZE WIDE HIGH SAME SIZE  
BLOCKING DEPT. WOOD MOIST - ANCHOR  
SOLID METAL FLUSH TOP FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS  
PRINT GOOD IN COLORS SPECIAL STAGE  
ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED TO

PHOTO USED FOR

RETURN PHOTO YES NO

DEADLINE



BLUE PRINT O.K.  
MAY 13 1932

CUSTOMER

DIAL NO. **D-2161** ORDER NO. **60373** DATE **4-21-1932**

CUSTOMER **THE WHEEL SERVICE CO.,  
MINNEAPOLIS, MINN.**

DEPT. ☐ RETOUCHING  
☐ ENGRAVING  
☐ PHOTO LITHO  
☐ COMPOSING  
☐ LITHO ART

Photos for  
this Customer

PHOTO PROPERTY OF C. T. & CO.

**12 1/2 M** **BLOTTERS** **SIZE** **3 1/2 X 6 1/4**

PLACE OF TITLE: Upper, Lower, Center—Border ☐ Follow Layout

Title in Plate Yes ☐ No ☐ Copyright in Plate Yes ☐ No ☐

Title in full **YOUR SATISFACTION IS OUR SUCCESS  
LET US PROVE IT  
(ETC. AS PER COPY)**

STYLE **ART COUNTRY**

FRONT NO. **NONE** R. M. ☐ Yes ☐ No ☐  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes ☐ No ☐ Special type as sample  
IMPRINT: Customer ☐ C. T. Imprint ☐ No Imprint ☐  
**IMPRINT: LITHO BY GURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2161**

RETOUCHING DEPARTMENT

Submit - Sketch ☐ Layout ☐ Retouched Photo ☐ Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative ☐ Line ☐ Halftone ☐ Combination ☐  
Dry ☐ Wet ☐ Panromatic ☐ Color Separation ☐  
Transfer ☐ Paper Process ☐ New Process ☐  
Stripping ☐ White Border ☐ Full Face ☐  
Blue Print ☐ Handcolor ☐ Black & White Proof ☐ Titles ☐ Red, Blue, ☐

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES										ZINC ETCHINGS FROM COPIES									
DUPLICATES										DUPLICATES									
LINE & HALFTONE										LINE & HALFTONE									
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color
SIZE _____ WIDE _____ HIGH SAME SIZE										SIZE _____ WIDE _____ HIGH SAME SIZE									
SCREEN 55 60 65 100 110 120 133 150										BLOCKING DEPT. WOOD, MORTAR, ANGLE SOLID METAL, FLUSH TOP, FLUSH BOTTOM FLUSH SIDES, FLUSH ALL AROUND UNMOUNTED WITH BEAKERS CUT TO PICAS See SIZE									
ETCHING DEPT. (PRINT IN BACKGROUND)										PROOF S. _____									
FINISHING DEPT. (PRINT IN BACKGROUND) SQUARE, LIKE COPY, VIGNETTE, HIGHLIGHT WITH LINE, WITHOUT LINE, SPECIAL BORDER										PRINT, COPY, INC. COPY, EFFECT, STYL ON WOOD, METAL									

RETURN PHOTO YES

PHOTO RETURNED

TO

PHOTO USED FOR

14  
19



44

BLUE PRINT O.K.  
APR 27 1932

215

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2162

ORDER NO. 60399

DATE 4-25-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

VIRGINIA STATE

NONE

NO

IMPRINT

NONE

CAPITOL

*Title in Sky.*

*Put Plate No. on Back.*

COLOR DESCRIPTION

USE PHOTO NO. 42875-C, SEE INSTRUCTIONS ATTACHED TO PHOTO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

6

X



A4 1/2

BLUE PRINT O. K. *JS*  
APR 24 1932

RAVENSWOOD ART CO.,  
CHICAGO, ILL:

✓ NO. D-2163

ORDER NO. 60399

DATE 4-25-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NONE

R. M.

NO

TITLE (IN FULL)

GOSHEN PASS, VIRGINIA

IMPRINT

NONE

*Title in sky.*

*Put Plate No. on Back*

COLOR DESCRIPTION

USE PHOTO NO. 113680 .

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.—      CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

5



2

A5

BLUE PRINT O.K. 215  
APR 27 1932

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2164  
ORDER NO. 60399

DATE 4-25-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)  
MOUNTAIN AND VALLEY  
SCENE, VIRGINIA  
*Title in sky.*

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. R. M.

IMPRINT NONE NO  
NONE

*Put Plate No. on Back.*

COLOR DESCRIPTION

USE PHOTO NO. 22757.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2

X



A5

BLUE PRINT O.K. 215  
APR 27 1932

1/2

RAVENSWOOD ART CO., CHICAGO, ILL.		NO. 0-2165
		ORDER NO. 60399
		DATE 4-25-1932
12 M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE	R. M. NO
TITLE (IN FULL) NATURAL BRIDGE, VIRGINIA	IMPRINT NONE	
<i>Title in sky.</i>		<i>Put plate no. on Back.</i>
COLOR DESCRIPTION		
USE PHOTO NO. 67742.		
SUBMIT: RET. PHOTO. B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

DEADLINE

2



BLUE PRINT O. K.  
MAY 27 1932

A5E

Ref photo 527  
R-2

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2156

ORDER NO. 60828

DATE 5-19-1932

12M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) BLUE RIDGE MOUNTAINS,  
NORTH CAROLINA

IMPRINT NONE

PUT PLATE NO. ON BACK

(TITLE IN SKY, SMALL TYPE)

COLOR DESCRIPTION

USE PHOTO NO. 12466.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT O. K.  
MAY 9 - 1932

DIAL NO. D-2167 ORDER NO. 60436 DATE 4-27-1932

CUSTOMER AJAX LAUNDRY,  
CHICAGO, ILL.

12 1/2 M CIRCULARS SIZE 6 x 6

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full COMFORT AFTER A HOT DAY  
(ETC. AS PER COPY)

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART  
Photos for this Customer

STYLE ARTGRAVURE BLUE

FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
IMPRINT: ~~ARTGRAVURE~~ BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2167

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

SEE LAYOUT ATTACHED.

Photograph each — Size 5x7 — 8x10 — 10x12  
Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge — or without hinge — Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Half-tone — Combination  
Dry — Wet — Panchromatic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
Blue Print — Handcolor — Black & White Proof, Titles Red, Blue.

SHOW LETTERING "AJAX" ON WALL  
LEFT IN WHITE, COMPLETE LETTERING ON  
WINDOW, TAKE OUT POLE AND ART.  
TAKE OUT POLE AND ART.  
COLOR DESCRIPTION

HALFTONES FROM COPIES						ZINC ETCHINGS FROM COPIES					
DUPLICATES						DUPLICATES					
FINE & HALF TONE COPIES						COPIES					
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position
											Reverse Color
											Ben Day

DEADLINE

SIZE — WIDE — HIGH SAME SIZE  
BLOCKING DEPT. WOOD, METAL, ANCHOR  
SOLID METAL — FLUSH TOP — FLUSH BOTTOM  
FLUSH SIDES — FLUSH ALL AROUND  
UNMOUNTED WITH HEADERS  
CUT TO PICAS (see size)  
PROOFS  
FLAT — GOOD — UNCLE — SPECIAL SECT.

Today

DEADLINE

DEADLINE

20  
14



BLUE PRINT O. K.  
MAY 25 1932

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. D-2168

ORDER NO. 60491

DATE 4-29-1932

12 M 500 LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES-TO ~~COME~~ <sup>No</sup>

TITLE (IN FULL) SOUVENIR FOLDER OF  
SARATOGA SPRINGS, NY N.Y.  
WAR MEMORIAL, CONGRESS PARK

IMPRINT  
C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

COLOR DESCRIPTION

USE PHOTO NO. 2A273.

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. D-2168

ORDER NO. 60491

DATE 4-29-1932

12 M 500 LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES-TO ~~COME~~ <sup>No</sup>

TITLE (IN FULL) LINCOLN BATHS, STATE  
RESERVATION

IMPRINT  
MADE BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

COLOR DESCRIPTION

USE PHOTO NO. 5890-2.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Colours Shown 4-  
Lay out 4-  
1 negative from 587  
R. = 42



BLUE PRINT O. K. 118  
MAY 17 1932

PHOTO PROPERTY OF C. T. & CO. CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. **D-2169** ORDER NO. **60528** DATE **5-2-1932**  
CUSTOMER **DAYTON STENCIL WORKS CO., DAYTON, OHIO**  
**6** M **PC GROUP (2)** SIZE **3 1/2 X 5 1/2**  
PLACE OF TITLE: Upper, Lower, Center—Border ☒ Follow Layout  
☒ Title in Plate Yes No Copyright in Plate Yes No  
Title in full **SALEM-OXFORD RESTAURANT**  
**619 SALEM - OPPOSITE OXFORD, DAYTON, O.**

RETOUCHING DEPARTMENT  
Submit - Sketch - Layout - Retouched Photo - Wash Drawing  
Follow Layout  
**SEE LAYOUT ATTACHED.**

R-2  
C-1/4  
COLOR DESCRIPTION  
**AS PER TISSUES ATTACHED TO PHOTOS.**

**MUST HAVE BLUE PRINT**  
**MAY 12**

DEPT. RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART  
DATE COMPLETED  
Photos for this Customer

STYLE **ARTGRAVURE GREEN**  
**FULL FACE**  
FRONT NO. **5** R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint  
**IMPRINT: C.M.BUNTING, JOURNAL-HERALD**  
**BLDG., DAYTON, O.**

PHOTO LITHO  
Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative - Line - Halftone - Combination  
Dry - Wet - Panormatic - Color Separation  
Transfer - Paper Process - New Process  
Stripping - White Border - Full Face  
Blue Print - Handcolor - Black & White Proof. Titles - Red, Blue.

ENGRAVING DEPARTMENT  
HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS  
Extra Negatives  
Extra Shipping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
See Day  
ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negatives  
Extra Shipping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
See Day  
BLOCKING DEPT. WOOD, METAL, AMBER  
SOLID METAL FLUSH TOP FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)  
PROOFS  
ELECTROTYPES FAULTY  
ON WOOD METAL

PHOTO RETURNED TO PHOTO USED FOR

Extra Charge  
for Engraving  
as per contract



CUSTOMER  
PHOTO PROPERTY OF C. T. & CO.  
NO.  
YES  
RETURN PHOTO

DIAL NO. D-2170 ORDER NO. 60536 DATE 5-2-1932

CUSTOMER GARDEN OF THE SETTING SUN,  
MECCA, CALIFORNIA

6 M DOUBLE CARDS SIZE 5 1/2 X 7

PLACE OF TITLE: Upper, Lower, Center—Border  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full GARDEN OF THE SETTING SUN  
(ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

COLOR DESCRIPTION

FILE

DEPT. REPRODUCTION  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART  
Photos for this Customer

STYLE ARTGRAVURE BROWN

FRONT NO. 5  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer T. Imprint No Imprint

PHOTO LITHO  
Rephoto  
Photograph each Size 5x7 8x10 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge or without hinge Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative Line Halftone Combination  
Dry Wet Panchromatic Color Separation  
Transfer Paper Process New Process  
Stripping White Border Full Face  
Blue Print Handcolor Black & White Proof Titles Red, Blue

ENGRAVING DEPARTMENT

HALFTONES FROM										ZINC ETCHINGS FROM																	
DUPLICATES										DUPLICATES																	
LITHO & HALFTONE COMES										OTHER PROCESSES																	
Extra Negatives	Extra Shipping	Strip to Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Shipping	Strip to Size	Double Print	Reverse Position	Reverse Color	Ben Day														
SIZE	WIDTH	TOTAL NAME SIZE								SIZE	WIDTH	TOTAL NAME SIZE															
SURFEN	20	40	60	80	100	120	140	160	180	200	220	240	260	280													
ETCHING DEPT. (NAME, LINE, AND OTHER DETAILS)														BLOCKING DEPT. (NAME, MARKS, AND OTHER DETAILS)													
FINISHING DEPT. (NAME, LINE, AND OTHER DETAILS)														CUT TO PICS (see size)													
SPECIAL INQUIRY														SPECIAL INQUIRY													

PHOTO RETURNED TO  
PHOTO USED FOR

Layout 4  
Rephotos 5x7  
R

Cancelled



BLUE PRINT O. K.  
MAY 14 1932

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. D-2171 ORDER NO. 60560 DATE 5-5-1932

CUSTOMER J.P. WALMER,  
HARRISBURG, PA.

3 1/2 M RT PC SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No

Title in full CHEF'S PAXTONIA INN  
5 1/2 MILES EAST OF THE STATE CAPITOL  
ROUTE 22 (FORMERLY 43)  
THE SHORT ROUTE TO ALLENTOWN AND NEW YORK

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SINCE PHOTO WAS TAKEN, SOME FLOWERS HAVE BEEN  
PLANTED AT THE EDGE OF THE LAWN JUST INSIDE THE STONE  
WALL WHICH RUNS AROUND THE FRONT AND EVERGREENS HAVE  
BEEN PLANTED IN THE CORNERS OF THE LAWN. TAKE OUT  
POLE & WIRES. PUT FOLIAGE ON TREES.

COLOR DESCRIPTION

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE ARTOGRAPHIC GREEN  
WHITE BORDER  
(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each — Size 5x7 — 8x10 — 10x12  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSS  
CARD, CLOTH, with hinge — or without hinge — Not mounted  
Salesman, Customer, or Sample for Position, Office  
Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM _____ COPIES _____						ZINC ETCHINGS FROM _____ COPIES _____					
DUPLICATES _____ ZINC COLOR PLATES _____						DUPLICATES _____ COLOR PLATES _____					
LINE & HALFTONE COMB _____ COLOR PROCESS _____											
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position
											Reverse Color
											Ben Day

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH SAME SIZE \_\_\_\_\_  
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE — OVAL — CIRCLE  
SQUARE — LIKE COPY — VIGNETTE — HIGHLIGHT  
WITH LINE — WITHOUT LINE SPECIAL BORDER

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH SAME SIZE \_\_\_\_\_

BLOCKING DEPT. WOOD — MORTISE — ANCHOR  
SOLID METAL FLUSH TOP FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — IN COLORS — SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD — METAL

PHOTO RETURNED

TO

PHOTO USED FOR

C-3/4

*Printed and  
8/27/32*

*Photo by  
8/27/32*



CUSTOMER  
—  
C. T. & CO.  
—  
RETURN PHOTO  
YES  
NO

DIAL NO. D-2172 ORDER NO 60572 DATE 5-6-1932  
CUSTOMER MAJESTIC HOTEL & BATH HOUSE,  
MARLIN, TEXAS

12 1/2 M LABELS SIZE 8 x 9 5/8

PLACE OF TITLE: Upper, Lower, Center—Border (Follow Layout)  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MAJESTIC CRYSTALS  
(ETC. AS PER COPY)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

COLOR DESCRIPTION  
**FILE**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE 5 COLORS - OFFSET FULL FACE

FRONT NO. (Call of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination  
Dry — Wet — Panromatic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS  
Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day  
ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day  
SIZE ———— WIDE ———— HIGH SAME SIZE ————  
BLOCKING DEPT. WOOD METAL ANOTHER  
SHED METAL FLUSH TOP FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BEAKERS  
CUT TO PICAS (see size)  
PROOFS  
TEXT GOOD INCHGERS SPECIAL SIZE  
ELECTROTYPES EACH OR  
ON WOOD METAL



ENTER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. D-2173 ORDER NO. 60572 DATE 5-6-1932

CUSTOMER MAJESTIC HOTEL & BATH HOUSE,  
MARLIN, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2" LABELS SIZE 4 X 10 3/4" (10 3/4")

STYLE 5 COLORS, OFFSET Full Face

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MAJESTIC CRYSTALS

(ETC. AS PER COPY)

FRONT NO. R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each — Size 5x7 — 8x10 — 10x12  
Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge — or without hinge — Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination  
Dry — Wet — Panchromatic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB.		COLOR PROCESSES	
Extra Negatives	Extra Stripping	Strip To Size	Double Print
Reverse Position	Reverse Color	Ben Day	

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH SAME SIZE  
SCREEN — 55 — 60 — 65 — 100 — 110 — 120 — 135 — 150

ETCHING DEPT. (PRINT INK ON BACKGROUND SOLID)

FINISHING DEPT. (GILT, ENAMEL, OVAL, CIRCULAR)  
SQUARE — LIKE CITY — VERNIER — HIGH — LOW  
WITH LINE — WITHOUT LINE — SPECIAL BORDER

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD — MORTISE — ANCHOR  
SOLID METAL — FLUSH TOP — FLUSH BOTTOM  
FLUSH SIDES — FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT — GROUND — ANCHORED — INTERMEDIATE  
ELECTROTYPE — EACH OF  
ON WOOD — METAL

PHOTO RETURNED

TO

PHOTO USED FOR

MAKE VIEW SAME SIZE AS ON  
BLOTTER IF POSSIBLE.

Layout 6  
Ret 1/2  
2 C. 1/2  
A-9  
C-13 1/4  
C.O. 3/4  
Bl. Pr. 1/4  
Photo Litho 1 1/2  
St. x Opacifying 1



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. D-2174

ORDER NO. 60589

DATE 5-7-1932

CUSTOMER

THE KRASON CO.,  
PITTSBURGH, PA.

6 M

FC

SIZE

3 1/2 X 5 1/2

PLACE OF TITLE: Upper Lower, Center Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full KRASON'S "THE HOME OF BLUE WHITE  
DIAMONDS" 733 E. OHIO ST., N.S., PITTSBURGH, PA.

RETOUCHING DEPARTMENT

Submit Sketch -- Layout Retouched Photo Wash Drawing  
Follow Layout

*Use layout from 144139*

COLOR DESCRIPTION

TRIMMINGS AROUND WINDOWS ARE CHROMIUM, VESTIBULE  
CEILING CREAM COLOR. SIGN LAYING IN WINDOW BLACK  
BACKGROUND, GOLD LETTERING. DESIGN IN WINDOW BACK  
WITH ~~XXX~~ INITIAL K ALL CHROMIUM.

ALSO SEE SKETCH ATTACHED.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE ARTORAVURE BROWN  
WHITE BORDER

CAREFUL (this is an address only)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative -- Line -- Half-tone -- Combination  
Dry -- Wet -- Panchromatic -- Color Separation  
Transfer -- Paper Process -- New Process  
Stripping -- White Border -- Full Face  
Blue Print Handcolor Black & White Proof. Titles -- Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COPIES

LINE & HALFTONE COMB. COLOR PROOF

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD MOOREST ANCHOR  
SOLID METAL FLUSH TOP FLUSH BOTTOM  
THICK SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BRACKETS  
CUT TO PICAS (see size)

PROOFS

FLY CARD PROOFS SPECIMEN SHEET

FEET PROOFS EACH OF  
ON WOOD METAL

SIZE WIDE HIGH SAME SIZE

SCREEN 25 50 75 100 110 120 132 150

ETCHING DEPT PAINT GROUND GROUND SENSITIVE

FINISHING DEPT GROUND ROVAL CIRCLE  
SQUARE LIKE ANDY VIGOROUS TOP THICKENED  
WITH LINE WITHOUT LINE SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

FILE



BLUE PRINT O.K. ~~25~~  
MAY 24 1932

CUSTOMER

DIAL NO. D-2175 ORDER NO. 60599 DATE 5-7-1932

CUSTOMER BURNING OIL HEAT INSTITUTE  
CHICAGO, ILL.

50 M CIRCULARS SIZE 8 1/4 x 11 1/4

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BURN OIL  
(ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Use photos 78805, 2A378, 5156-29, 1A2091

COLOR DESCRIPTION

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE

4 COLORS ON BOTH SIDES.

FRONT NO.

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

No Imprint

IMPRINT: LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2175

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives

Extra Stripping

Strip To Size

Double Print

Reverse Position

Reverse Color

Ben Day

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives

Extra Stripping

Strip To Size

Double Print

Reverse Position

Reverse Color

Ben Day

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD — MORTISE — ANCHOR

SOLID METAL — FLUSH TOP — FLUSH BOTTOM

FLUSH SIDES — FLUSH ALL AROUND

UNMOUNTED WITH BEARERS

CUT TO PICAS (see size)

PROOFS

FLAT — GROUND — INCUT — SPECIAL STYL

ELECTROTYPES — EACH OF

ON WOOD — METAL

SIZE — WIDE — HIGH SAME SIZE

SCREENS — 55 — 60 — 75 — 100 — 110 — 120 — 133 — 150

ETCHING DEPT. PAINTS IN BLACK GROUND SOLID

FINISHING DEPT. OUTFINE — OVAL — CIRCLE

SQUARE — LIKE CORN — VIGNETTE — HIGHLIGHT

WITH LINE — WITHOUT LINE — SPECIAL BORDER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

MAKE BLUE IMPRESSION



1/2

C. L. WHITE,  
CARLSBAD, N.M..

✓ NO. D-2176

ORDER NO. 60632

DATE 5-10-1932

25 M BOOK VIEWS ARTGRAVURE BROWN PAGE SIZE 6 1-4 X 8 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NO

TITLE (IN FULL) JIM WHITE

IMPRINT NONE

(OVAL VIEW FOR TITLE PAGE)

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2

C. L. WHITE,  
CARLSBAD, N.M.

✓ NO. D-2177

ORDER NO. 60632

DATE 5-10-1932

25 M BOOK VIEW ARTGRAVURE BROWN PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NONE

NO

TITLE (IN FULL)

IMPRINT

NONE

CAVERN ENTRANCE, AS  
IT LOOKED IN 1901 WHEN IT WAS  
FIRST DISCOVERED BY JIM WHITE

(TOP VIEW ON PAGE 23)

COLOR DESCRIPTION

*photo ret.* JUN 14 1932

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

3

5



2

C.L. WHITE,  
CARLSBAD, N.M.

✓ NO. 0-2178

ORDER NO. 60632

DATE 5-8-1932

25 M BOOK VIEW ARTGRAVURE BROWN, PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NONE

R. M.

NO

TITLE (IN FULL)

CAVERN ENTRANCE AS IT

IMPRINT

NONE

LOOKS TO-DAY

(BOTTOM VIEW ON PAGE 3)

COLOR DESCRIPTION

*Photo in D 6365*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

3

2



1 photo 587  
R-35

✓ NO. 0-2179

C.L. WHITE,  
CARLSBAD, N.M.

ORDER NO. 60632

DATE 5-10-1932

25 M BOOK VIEW ARTGRAVURE BROWN, PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NO

TITLE (IN FULL) JIM WHITE, THE COWBOY,  
THE DISCOVERER, EXPLORER AND ~~XXXX~~  
FIRST PROMOTER OF CARLSBAD CAVERNS

IMPRINT NONE

(VIEW ON PAGE 5)

COLOR DESCRIPTION

REPHOTO JIM WHITE ON HORSE AND PUT IN PHOTO ATTACHED ABOUT WHERE  
MARKED. PUT BLOSSOMS ON YUCCAS AS ON CARD ATTACHED.

TAKE GOOD CARE ~~XXXX~~ OF "JIM WHITE'S" PHOTO.

*Photo - D-6366*

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*Jim White's  
photo*

*photo net. JUN 14 1932*

5

19



C.L. WHITE,  
CARLSBAD, N.M.

NO. 0-2180

ORDER NO. 60632

DATE 5-10-1932

25 M BOOK VIEW ARTGRAVURE BROWN, PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M

NO

TITLE (IN FULL) FIRST PICTURE TAKEN IN

IMPRINT NONE

CARLSBAD CAVERNS, SHOWING GIANT DOME,  
ALSO FIRST TOURIST PARTY OF 14 TAKEN  
THROUGH CAVES BY JIM WHITE ON  
SEPT. 10, 1922

(view on Page 7)

COLOR DESCRIPTION

NOTE: MAN SITTING HIGH UP AT FOOT OF TWIN DOME ON RIGHT  
SIDE IS JIM WHITE.

Photo in D6367

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



C.L. WHITE,  
CARLSBAD, N.M.

NO. 0-2181

ORDER NO. 60632

DATE 5-10-1932

25 M BOOK VIEW ARTGRAVURE BROWN. PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ELEPHANT'S EAR, QUEEN'S  
CHAMBER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

(VIEW ON PAGE 9)

COLOR DESCRIPTION

*6368*  
*Photo in Data*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



C. L. WHITE,  
CARLSBAD, N.M.

✓ NO. D-2182

ORDER NO. 60632

DATE 5-10-1932

25 MBOOK VIEW ARTGRAVURE BROWN, PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEW OF DOME ROOM

(VIEW ON TOP OF PAGE 11)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

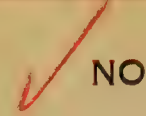
CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

11



1 1/2



NO. 0-2183

ORDER NO. 60632

DATE 5-10-1932

C.L. WHITE,  
CARLSBAD, N.M.

25 M BOOK VIEW ARTGRAVURE BROWN, PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NONE

R. M

NONE

TITLE (IN FULL)

FOUNTAIN OF THE FAIRIES,  
LOWER CAVE

IMPRINT

NONE

IN PLATE - (C) R.V.D.

(VIEW ON BOTTOM OF PAGE 11)

COLOR DESCRIPTION

USE PHOTO NO. 120960.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O.K.  
JUN 24 1932

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. D-2223 ORDER NO. 61047 DATE 6-2-1932

CUSTOMER ATLANTIC HOTEL,  
CHICAGO, ILL.

200 M NOTEHEADS SIZE 5 7/8 x 9 5/16

PLACE OF TITLE: Upper, Lower, Center—Border (Follow Layout)

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL ATLANTIC CLARK NEAR JACKSON BLVD.  
(AS PER LAYOUT)

#### RETOUCHING DEPARTMENT

Submit -- Sketch -- Layout -- Retouched Photo -- Wash Drawing  
Follow Layout

SHOW HANDWRITING IN LOWER PORTION

UNLIKE TO SAMPLE ATT.

#### COLOR DESCRIPTION

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO-ART

DATE COMPLETED

Photos for  
this Customer

STYLE OFFSET BLACK

(All of this on address sheet)

FRONT NO.

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

#### PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 8x10 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative -- Line -- Halftone -- Combination

Dry -- Wet -- Panromatic -- Color Separation

Transfer -- Paper Process -- New Process

Stripping -- White Border -- Full Face

Blue Print Handcolor -- Black & White Proof. Titles -- Red, Blue.

#### ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD METAL ANOTHER

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH BEAKERS

CUT TO PICAS (see size)

PROOFS

FLAT GROUND INKWORK SPECIAL EFFECT

ELECTROTYPES FACED

ON WOOD METAL

FINISHING DEPT. OVAL CIRCLE

SQUARE LIKE COPY VIGNETTE HIGHLIGHT

WITH LINE WITHOUT LINE SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE



C.L. WHITE,  
CARLSBAD, N.M.

✓ NO. D-2184

ORDER NO. 60632

DATE 5-10-1932

25 M BOOK VIEW ARTGRAVURE BROWN, PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ROCK OF AGES

(VIEW ON PAGE 13)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

7PH-8

COLOR DESCRIPTION

Photo in 3AH1081

Photo in D6371

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

13

2



C. L. WHITE,  
CARLSBAD, N. M.

✓ NO. 0-2185

ORDER NO. 60632

DATE 5-10-1932

25M BOOK VIEW ARTGRAVURE BROWN, PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GIANT DOME

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE  
IMPRINT NONE

(VIEW ON PAGE 15)

COLOR DESCRIPTION

*Photo in D6369*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

15



3 1/2

C.L. WHITE,  
CARLSBAD, N.M.

✓ NO. C-2186

ORDER NO. 60632

DATE 5-10-1932

25 M BOOK VIEW ARTGRAVURE BROWN. ~~PAGE 312 6 1-4 x 9 1-2~~

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) PANORAMA SHOWING PARKING  
TERRACES AND GOVERNMENT BUILDINGS AT  
CAVERN ENTRANCE

IMPRINT NONE

(PANORAMA VIEW ON TOP OF PAGES  
16 & 17)

COLOR DESCRIPTION

SEE INSTRUCTIONS MARKED ON PHOTO AND ON BACK OF PHOTO.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

16-17

2



rephoto 10x12  
2 prints  
R. 674  
Layin 5/4

C.L. WHITE,  
CARLSBAD, N.M.

✓ NO. 0-2187

ORDER NO. 60632

DATE 5-10-1932

25 MBOOK VIEW ARTGRAVURE BROWN. PAGE SIZE ~~5 1/4 x 9 1/2~~

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) CAVERN MAP.

IMPRINT NONE

(on Pages 16 & 17)

COLOR DESCRIPTION

SEE INSTRUCTIONS MARKED ON MAP ATTACHED. SUBMIT SKETCH FOR O.K.  
BEFORE MAKING PLATE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

17 May 22 2640  
Rephoto 350  
extra print 200  
30.60 ✓

10-17



✓ NO. D-2188

ORDER NO. 60632

DATE 5-10-1932

C. L. WHITE,  
CARLSBAD, N.M.

25 M BOOK VIEW ARTGRAVURE BROWN PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) ENTRANCE TO KING'S

IMPRINT NONE

PALACE

(VIEW ON PAGE 19)

COLOR DESCRIPTION

*Photo in 36372*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

19

2



2 1/2

✓ NO. 0-2189  
ORDER NO. 60632  
DATE 6-10-1932

C. L. WHITE,  
CARLSBAD, N.M.

25 EK M BOOK VIEW ARTGRAVURE BROWN PAGE SIZE 6 1-4 X 9 1-2  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) OLD BUCKET AT TOP OF  
SHAFT THAT TOOK THE FIRST TOURISTS  
INTO CARLSBAD CAVERNS.  
  
(VIEW ON PAGE 21)

FRONT NO. NONE R. M. NONE  
IMPRINT NONE

72H 46

COLOR DESCRIPTION

TAKE OUT LETTERING)

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

21



C.L. WHITE,  
CARLSBAD, N.M.

✓ NO. 0-2190

ORDER NO. 60632

DATE 5-10-1932

25 M BOOK VIEW ARTGRAVURE BROWN, PAGE SIZE 6 1-4 X 9 1-2  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL)  
FRONT VIEW, TEMPLE OF THE SUN,  
BIG ROOM

IMPRINT  
NONE

(VIEW ON PAGE 23)

COLOR DESCRIPTION

*Photo in P-6374*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
— PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

23

2



✓ NO. D-2191

C. L. WHITE,  
CARLSBAD, N.M.

ORDER NO. 60632

DATE 5-10-1932

25 M BOOK VIEW ARTGRAVURE BROWN. PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

TITLE (IN FULL)

HELECTITES ON CEILING

IMPRINT

NONE

NONE

IN QUEEN'S CHAMBER

NONE

(VIEW ON PAGE 25)

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

25

✓



C. J. WHITE,  
CARLSBAD, N.M.

✓ NO. D-2192

ORDER NO. 60532

DATE 5-10-1932

25 M BOOK VIEW ARTGRAVURE BROWN, PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CELERY FORMATION,  
BIG ROOM  
IN PLATE- (C) R.V.D.  
(VIEW ON PAGE 27)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 120959.

*in D 6536*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

27

2



C.L. WHITE,  
CARLSBAD, N.M.

✓ NO. D-2193

ORDER NO. 60632

DATE 5-10-1932

25 M BOOK VIEW ARTGRAVURE BROWN. PAGE SIZE 7 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THOMAS BOLES, SUPERINTENDENT  
OF THE CARLSBAD CAVERNS NATIONAL  
PARK.

(VIEW ON PAGE <sup>31</sup>~~22~~)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

COLOR DESCRIPTION

USE 5 X 7 PHOTO. USE PORTION ONLY AS MARKED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

rephr 5x7  
2

Photo in D-6375

29

2



BLUE PRINT O.K.  
JUN 13 1932

C.L. WHITE,  
CARLSBAD, N.M.

13 1/2 x 10 1/4

NO. D-2194

ORDER NO. 60632

DATE 5-10-1932

25 M BOOK COVERS SIZE 13 X 9 3/4 5 COLORS, ON FOLDER COVER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NONE

R. M.

NONE

TITLE (IN FULL)

JIM WHITE'S OWN STORY

IMPRINT

NONE

THE DISCOVERY AND HISTORY OF  
CARLSBAD CAVERNS ~~PRICE 750~~

TWIN DOMES AND GIANT STALAGMITES  
IN BIG ROOM. IN PLATE - (C) R.V.D.

COLOR DESCRIPTION

USE PHOTO NO. 120947

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



✓  
C. L. WHITE  
C. RLSBAD, R.M.

NO. D-2195

ORDER NO. 60632

DATE 5-10-1932

25 M DESIGNS FOR R.M. PAGE OF BOOK. ARTGRAVURE BROWN

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

TITLE (IN FULL) NO TITLES.

IMPRINT

COLOR DESCRIPTION

4 DIFFERENT DESIGNS. USE PHOTOS NO. D-2184, D-2185, D-2188 &  
D-2190. DO NOT MAKE LINE DRAWINGS AS CUSTOMER PREFERS ACTUAL  
~~REPRODUCTIONS~~ REPRODUCTIONS VIGNETTED OFF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K.  
JUL 1 - 1932

ORDER NO. D-2196 ORDER NO. 60641

DATE 5-11-1932

CUSTOMER ACE LAUNDRY CO.,  
CHICAGO, ILL.

25 M BLOTTER

SIZE 3 1/2 X 6 1/4

PLACE OF TITLE: Upper, Lower, Left, Center—Border—Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ECONOMY SERVICE

(ETC. AS PER LAYOUT)

DEFI

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

MAKEOVER

STYLE COLORED

FRONT NO.

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. I. Imprint No Imprint

IMPRINT: LXX LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2196

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

NO HAND LETTERING

COLOR DESCRIPTION

PHOTO LITHO

Rephoto

Photograph each Size 5x7 5x10 10x12

Prints each from Negatives MATT or GLOSS

Mount on CARD, CLOTH, with hinge or without hinge Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVERY Straighten up Photo

Normal Line Half-tone Combination

Dry Wet Panchromatic Color Separation

Transfer Paper Process New Process

Stippling White Border Full Page

Blue Print Pantone Black & White Proof Titles Red, Blue

ENGRAVING DEPARTMENT

HALFTONES

ZINC CUTTINGS

DELIVERIES

LINE & SHOT DELIVERIES

PROOF DELIVERIES

PROOF DELIVERIES

PROOF DELIVERIES

PROOF DELIVERIES

PROOF DELIVERIES

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PROOF DELIVERIES

DEADLINE



BLUE PRINT O. K.  
JUL 1 - 1932

CUSTOMER  
DIAL NO. **D-2197** ORDER NO. **60641** DATE **5-11-1932**

CUSTOMER **ACE LAUNDRY CO., CHICAGO, ILL.**

25 M **BLOTTERS** SIZE **3 1/2 x 6 1/4** STYLE **COLORED**

PLACE OF TITLE: Upper, Lower, Left, Center—Border **Follow Layout**

Title in Plate Yes No Copyright in Plate Yes No

Title in full **WET WASH SERVICE**

(ETC. AS PER LAYOUT)

FRONT NO. R. M. **Yes** No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer **C. T. Imprint** No Imprint

IMPRINT: LITHO BY CURT TEICH & CO., INC., CHICAGO, U.S.A. D-2197

RETOUCHING DEPARTMENT

Submit — Sketch **Layout** Retouched Photo Wash Drawing

Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination

Dry — Wet — Panchromatic — Color Separation

Transfer — Paper Process — New Process

Stripping — White Border — Full Face

Blue Print **Clanucolor** — Black & White Proof. Titles — Red, Blue

COLOR DESCRIPTION

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

ZINC & HALFTONE COMB. COLOR PROCESS

Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ban Day

ZINC ETCHINGS FROM COPIES

Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ban Day

SIZE W. H. D. (mm) SAME SIZE

BLOCKING DEPT. (mm) MOUNTING ANGLE

SEMI-CIRCULAR MOUNTING ANGLE BOTTOM

FLUORESCENT MOUNTING ANGLE

UNMOUNTED WITH MOUNTING

CUT TO FIT AS (see size)

PROOFS

1st 2nd 3rd 4th 5th 6th 7th 8th 9th 10th

ON WOOD METAL

FINISHING DEPT. (mm) MOUNTING ANGLE

SQUARE LINE (mm) MOUNTING ANGLE

WITH LINE WITHOUT LINE SPECIAL ORDER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

NO HAND LETTERING

DEADLINE

PHOTO RETURNED

TO

PHOTO USED FOR

X



BLUE PRINT O. K.  
JUL 1 - 1932

DIAG. NO. **D-2198** ORDER NO. **60641**

DATE **5-11-1932**

CUSTOMER **ACE LAUNDRY CO.,  
CHICAGO, ILL.**

**MAKEOVER**

**25 M BLOTTER**

SIZE **3½ x 6¼**

STYLE **COLORED**

PLACE OF TITLE: Upper, Lower, Left, Center, Border **Center**

Title in Photo: Yes ☒ No ☐ Copyright in Photo: Yes ☐ No ☒

Title in full **THRIFTY SERVICE**

**(ETC. AS PER LAYOUT)**

Page 1 No.

Is to cover part of M-S-S. Space, or for other than M-S-S. Space?

Yes ☐ No ☒

Is M-S-S. Customer?

IMPRINT: LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. **D-2198**

PROOFING DEPARTMENT

Submit: Sketch ☒ Retouched Photo ☐ When Proofing

Follow Layout

PHOTO LITHO

Photograph each: Size 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 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624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 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1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 1046, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1056, 1057, 1058, 1059, 1060, 1061, 1062, 1063, 1064, 1065, 1066, 1067, 1068, 1069, 1070, 1071, 1072, 1073, 1074, 1075, 1076, 1077, 1078, 1079, 1080, 1081, 1082, 1083, 1084, 1085, 1086, 1087, 1088, 1089, 1090, 1091, 1092, 1093, 1094, 1095, 1096, 1097, 1098, 1099, 1100, 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1108, 1109, 1110, 1111, 1112, 1113, 1114, 1115, 1116, 1117, 1118, 1119, 1120, 1121, 1122, 1123, 1124, 1125, 1126, 1127, 1128, 1129, 1130, 1131, 1132, 1133, 1134, 1135, 1136, 1137, 1138, 1139, 1140, 1141, 1142, 1143, 1144, 1145, 1146, 1147, 1148, 1149, 1150, 1151, 1152, 1153, 1154, 1155, 1156, 1157, 1158, 1159, 1160, 1161, 1162, 1163, 1164, 1165, 1166, 1167, 1168, 1169, 1170, 1171, 1172, 1173, 1174, 1175, 1176, 1177, 1178, 1179, 1180, 1181, 1182, 1183, 1184, 1185, 1186, 1187, 1188, 1189, 1190, 1191, 1192, 1193, 1194, 1195, 1196, 1197, 1198, 1199, 1200, 1201, 1202, 1203, 1204, 1205, 1206, 1207, 1208, 1209, 1210, 1211, 1212, 1213, 1214, 1215, 1216, 1217, 1218, 1219, 1220, 1221, 1222, 1223, 1224, 1225, 1226, 1227, 1228, 1229, 1230, 1231, 1232, 1233, 1234, 1235, 1236, 1237, 1238, 1239, 1240, 1241, 1242, 1243, 1244, 1245, 1246, 1247, 1248, 1249, 1250, 1251, 1252, 1253, 1254, 1255, 1256, 1257, 1258, 1259, 1260, 1261, 1262, 1263, 1264, 1265, 1266, 1267, 1268, 1269, 1270, 1271, 1272, 1273, 1274, 1275, 1276, 1277, 1278, 1279, 1280, 1281, 1282, 1283, 1284, 1285, 1286, 1287, 1288, 1289, 1290, 1291, 1292, 1293, 1294, 1295, 1296, 1297, 1298, 1299, 1300, 1301, 1302, 1303, 1304, 1305, 1306, 1307, 1308, 1309, 1310, 1311, 1312, 1313, 1314, 1315, 1316, 1317, 1318, 1319, 1320, 1321, 1322, 1323, 1324, 1325, 1326, 1327, 1328, 1329, 1330, 1331, 1332, 1333, 1334, 1335, 1336, 1337, 1338, 1339, 1340, 1341, 1342, 1343, 1344, 1345, 1346, 1347, 1348, 1349, 1350, 1351, 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1518, 1519, 1520, 1521, 1522, 1523, 1524, 1525, 1526, 1527, 1528, 1529, 1530, 1531, 1532, 1533, 1534, 1535, 1536, 1537, 1538, 1539, 1540, 1541, 1542, 1543, 1544, 1545, 1546, 1547, 1548, 1549, 1550, 1551, 1552, 1553, 1554, 1555, 1556, 1557, 1558, 1559, 1560, 1561, 1562, 1563, 1564, 1565, 1566, 1567, 1568, 1569, 1570, 1571, 1572, 1573, 1574, 1575, 1576, 1577, 1578, 1579, 1580, 1581, 1582, 1583, 1584, 1585, 1586, 1587, 1588, 1589, 1590, 1591, 1592, 1593, 1594, 1595, 1596, 1597, 1598, 1599, 1600, 1601, 1602, 1603, 1604, 1605, 1606, 1607, 1608, 1609, 1610, 1611, 1612, 1613, 1614, 1615, 1616, 1617, 1618, 1619, 1620, 1621, 1622, 1623, 1624, 1625, 1626, 1627, 1628, 1629, 1630, 1631, 1632, 1633, 1634, 1635, 1636, 1637, 1638, 1639, 1640, 1641, 1642, 1643, 1644, 1645, 1646, 1647, 1648, 1649, 1650, 1651, 1652, 1653, 1654, 1655, 1656, 1657, 1658, 1659, 1660, 1661, 1662, 1663, 1664, 1665, 1666, 1667, 1668, 1669, 1670, 1671, 1672, 1673, 1674, 1675, 1676, 1677, 1678, 1679, 1680, 1681, 1682, 1683, 1684, 1685, 1686, 1687, 1688, 1689, 1690, 1691, 1692, 1693, 1694, 1695, 1696, 1697, 1698, 1699, 1700, 1701, 1702, 1703, 1704, 1705, 1706, 1707, 1708, 1709, 1710, 1711, 1712, 1713, 1714, 1715, 1716, 1717, 1718, 1719, 1720, 1721, 1722, 1723, 1724, 1725, 1726, 1727, 1728, 1729, 1730, 1731, 1732, 1733, 1734, 1735, 1736, 1737, 1738, 1739, 1740, 1741, 1742, 1743, 1744, 1745, 1746, 1747, 1748, 1749, 1750, 1751, 1752, 1753, 1754, 1755, 1756, 1757, 1758, 1759, 1760, 1761, 1762, 1763, 1764, 1765, 1766, 1767, 1768, 1769, 1770, 1771, 1772, 1773, 1774, 1775, 1776, 1777, 1778, 1779, 1780, 1781, 1782, 1783, 1784, 1785, 1786, 1787, 1788, 1789, 1790, 1791, 1792, 1793, 1794, 1795, 1796, 1797, 1798, 1799, 1800, 1801, 1802, 1803, 1804, 1805, 1806, 1807, 1808, 1809, 1810, 1811, 1812, 1813, 1814, 1815, 1816, 1817, 1818, 1819, 1820, 1821, 1822, 1823, 1824, 1825, 1826, 1827, 1828, 1829, 1830, 1831, 1832, 1833, 1834, 1835, 1836, 1837, 1838, 1839, 1840, 1841, 1842, 1843, 1844, 1845, 1846, 1847, 1848, 1849, 1850, 1851, 1852, 1853, 1854, 1855, 1856, 1857, 1858, 1859, 1860, 1861, 1862, 1863, 1864, 1865, 1866, 1867, 1868, 1869, 1870, 1871, 1872, 1873, 1874, 1875, 1876, 1877, 1878, 1879, 1880, 1881, 1882, 1883, 1884, 1885, 1886, 1887, 1888, 1889, 1890, 1891, 1892, 1893, 1894, 1895, 1896, 1897, 1898, 1899, 1900, 1901, 1902, 1903, 1904, 1905, 1906, 1907, 1908, 1909, 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 20



BLUE PRINT O. K.  
JUN 6 - 1932

CUSTOMER  
25  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. D-2200

ORDER NO 60584

DATE 5-12-1932

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER  
CURT TEICH & CO.,  
CHICAGO, ILL.

6 M MEMO BOOK COVERS

2 1/4 x 8 1/2

STYLE ON FOLDER COVER STOCK

(All of this on address side)

R. M. Yes No

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CURT TEICH & COMPANY PLANT  
(ETC.)

FRONT NO.

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each — Size 5x7 — 8x10 — 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge — or without hinge — Not mounted  
See Salesman, Customer, or Sample for Position, Office

Straighten Photo

DELIVER Negative — Line Halftone — Combination.

Dry — Wet — Panchromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

Screen  
120  
133  
150  
175

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD — MORTISE — ANCHOR

SOLID METAL — FLUSH TOP — FLUSH BOTTOM

FLUSH SIDES — FLUSH ALL AROUND

UNMOUNTED WITH BEARERS

CUT TO PICAS (see size)

PROOFS

YAL. G. D. IN COPIES SPECIAL STOCK

FINISHING DEPT. OUTLINE — OVAL — CIRCLE  
SQUARE — LIKE COPY — VIGNETTE — HIGHLIGHT  
WITH LINE — WITHOUT LINE — SPECIAL BORDER

ELECTROTYPES EACH OF  
ON WOOD METAL

NO  
YES  
RETURN PHOTO

COLOR DESCRIPTION  
ATT: PHOTO LITHO- MAKE 2 BLACK NEGATIVES,  
1 REGULAR AND 1 DEEP ETCH.

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE



114  
BLUE PRINT O.K.  
MAY 25 1932

2/5

R.C. POMEROY,  
WATKINS GLEN, N.Y.

NO. 0-2201

ORDER NO. 60763

DATE 5-18-1932

6 M VIEW CARDS SIZE 7 X 11 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO  
IMPRINT NONE  
TITLE - CAVERN CASCADE,  
WATKINS GLEN, N.Y.

COLOR DESCRIPTION

TAKE OUT LOOSE ROCK ON LEFT OF PHOTO AND MAKE ROCKS LOOKXX AS THEY  
DO ON SMALL PRINT ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TX



BLUE PRINT O.K. 213  
MAY 27 1932

45

1  
2

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. 0-2203

ORDER NO. 60828

DATE 5-19-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) DOGWOOD BLOSSOMS,  
NORTH CAROLINA

IMPRINT NONE  
NONE

NO

(TITLE IN SKY, VERY SMALL TYPE)

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 2A86

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT O. K. *AS*  
MAY 27 1932 *ASE*

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2204

ORDER NO. 60828

DATE 5-19-1932

12 M500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) IN THE LAND OF THE  
SKY, NORTH CAROLINA

(TITLE IN SKY, VERY SMALL TYPE)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 23901

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT O. K. *25*  
MAY 27 1932 *A 4 1/2*

*1/2*

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2205

ORDER NO. 60628

DATE 5-19-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STAIRWAY FALLS,  
NORTH CAROLINA

(TITLE IN SKY, VERY SMALL TYPE)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 78056

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

5  
**DEADLINE**



BLUE PRINT O. K. <sup>2/6</sup>  
MAY 27 1932

A5

up photo 5x7  
R. 2

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. 0-2206

ORDER NO. 60828

DATE 5-19-1932

12M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

NONE

R. M.

NONE

TITLE (IN FULL) LINCOLN CABIN, KENTUCKY

IMPRINT

NONE

PUT PLATE NO. ON BACK

(TITLE IN SKY, VERY SMALL TYPE)

COLOR DESCRIPTION

USE PHOTO NO. 56140

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT O.K. 215  
MAY 27 1932 AS

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2207

ORDER NO. 60828

DATE 5-19-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) HIGH BRIDGE AND KENTUCKY  
RIVER

IMPRINT

NONE

NONE

NONE

PUT PLATE NO. ON BACK

(TITLE IN SKY, VERY SMALL XXXXX TYPE)

COLOR DESCRIPTION

USE PHOTO NO. 30942

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT O.K. *215*  
MAY 27 1932

*A42*

*rephoto 5x7*  
*R-2*

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2208

ORDER NO. 60828

DATE 5-20-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MY OLD KENTUCKY HOME

(TITLE IN SKY, VERY SMALL TYPE)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 69033.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT J. K. 215  
MAY 27 1932

A4 1/2

rephoto 5K7-  
R-2

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2209

ORDER NO. 60828

DATE 5-20-1932

12M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NO

TITLE (IN FULL) NATURAL BRIDGE, KENTUCKY

IMPRINT NONE

(TITLE IN SKY, VERY SMALL TYPE)

PUT PLATE NO. ON BACK

COLOR DESCRIPTION  
USE PHOTO NO. A-9776.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT O.K. *75*  
MAY 27 1932  
*A42*

*1/2*

RAVENSWOOD ART CO., CHICAGO, ILL.		NO. 0-2210
		ORDER NO. 60828
		DATE 5-20-1932
12 <sub>M</sub> 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)		
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE	R. M. NO
TITLE (IN FULL) CHRISTMAS-TIME IN MAINE	IMPRINT NONE	
(TITLE IN SKY, VERY SMALL TYPE)	PUT PLATE NO. ON BACK	
COLOR DESCRIPTION		
USE PHOTO NO. 48344-C.		
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & Co. CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

DEADLINE

*2*

*X*



BLUE PRINT O.K.  
MAY 27 1932

215

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. 0-2211  
ORDER NO. 60828  
DATE 5-20-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. NONE	R. M. NONE
TITLE (IN FULL) WINTER-TIME IN MAINE		IMPRINT NONE	
(TITLE IN SKY, VERY SMALL TYPE)		PUT PLATE NO. ON BACK	

COLOR DESCRIPTION

USE PHOTO NO. 52611

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.—	CUSTOMER		

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

negative 5X7  
R. 2

DEADLINE



BLUE PRINT O.K. <sup>98</sup>  
MAY 27 1932 <sup>A52</sup>

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2212

ORDER NO. 60628

DATE 5-20-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MT. KATAHDIN, *Maine*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

(TITLE IN SKY, VERY SMALL TYPE)

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 245-29.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT O. K. 2/5  
MAY 27 1932

454

1/2

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2213

ORDER NO. 60828

DATE 5-20-1932

12M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) DOWN ON THE FARM IN  
MAINE

IMPRINT NONE

(TITLE IN SKY, VERY SMALL TYPE)

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 118613

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2

X



BLUE PRINT O. K. *25*  
MAY 27 1932

*1/2*

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. *✓* 3-2214

ORDER NO. 60626

DATE 5-20-1932

12M500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WAY UP IN MAINE

(TITLE IN SKY, VERY SMALL TYPE)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE  
IMPRINT NONE

(PUT PLATE NO. ON BACK)

COLOR DESCRIPTION

USE PHOTO NO. 111562

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT O. K. <sup>215</sup>  
MAY 27 1932 <sup>52</sup>

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. 0-2215

ORDER NO. 60828

DATE 5-20-1932

12M 500 VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) TWILIGHT ON CHAIN-OF-  
PONDS, MAINE

IMPRINT NONE

PUT PLATE NO. ON BACK

(TITLE IN SKY, VERY SMALL TYPE)

COLOR DESCRIPTION

USE PHOTO NO. 0A4200

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT O.K. <sup>216</sup>  
MAY 27 1932

45

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. 0-2216

ORDER NO. 60829

DATE 5-19-1932

6 M VIEW CARDS SIZE 2 X 3 1-2, FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NO TITLE

IN PLATE - (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 1350-30

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

TYPE  
X



BLUE PRINT O. K. 215  
MAY 27 1932

152

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2217

ORDER NO. 60829

DATE 5-19-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NO TITLE

IN PLATE - (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 1353-30

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

6

X



THE PRINT O.K.  
MAY 27 1932

45

1/2

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2218

ORDER NO. 60829

DATE 5-19-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NO

TITLE (IN FULL) NO TITLE

IMPRINT NONE

IN PLATE - ©

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 1354-30

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER



CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



DEADLINE

5

X



BLUE PRINT O.K. 28  
MAY 24 1932

CUSTOMER  
PHOTO PROPERTY OF C. T. & CO.  
RETURN PHOTO

DIAL NO. D-2202 ORDER NO. 60778 DATE 5-17-1932

CUSTOMER BURNING OIL HEAT INSTITUTE,  
CHICAGO, ILL.

50 M CIRCULARS SIZE 8 1/2 X 11 1/2

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BURN OIL  
(ETC.. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

PHOTO NO. 2: RETOUCH OUT WOOD.  
PHOTO NO. 3: CHANGE OIL BURNERS SO MAKE CAN'T BE  
~~XXXXXXXX~~ DISTINGUISHED.  
PHOTO NO. 4: IF NECESSARY TO CUT OFF, DO ~~XX~~  
SO AT RIGHT EDGE.

COLOR DESCRIPTION

DEPT. DATE COMPLETED

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

STYLE 4 COLORS ON BOTH SIDES

FRONT NO. R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample

IMPRINT Customer No Imprint

IMPRINT: LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2202

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 8x10 10x12  
Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative Line Halftone Combination 120

Dry Wet Panoramic Color Separation 133

Transfer Paper Process New Process 150

Stripping White Border Full Face 175

Blue Print Handcolor Black & White Proof Titles - Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALF TONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD MORTISE ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH BEARERS

CUT TO PICAS (see size)

PROOFS

TRIAL GOOD INCORPORATE SPECIAL NEGATIVE

1.111 TRUETYPES EACH OF

ON WOOD METAL

SIZE WIDE HIGH SAME SIZE  
SCREEN 55 60 65 100 110 120 133 150

ETCHING DEPT PAINT ON BACKGROUND COLORED

FINISHING DEPT GULLING CANAL CURVED

SQUARE FILE COPY VERNIER 110/110/110

WITH LINE WITHOUT LINE SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

Revised 9  
Ret. 13 1/2  
all  
A. 32 27  
C. 13 1/4

MAKE BLUE IMPRESSION



BLUE PRINT O.K. *MS*  
MAY 27 1932 *AS*

*1/2*

RAVENSWOOD ART CO., CHICAGO, ILL.		NO. <i>✓</i> D-2219
		ORDER NO. 60829
		DATE 5-19-1932
6 M VIEW CARDS SIZE 2 X 3 1-2 (ON FOLDER COVER STOCK)		
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE	R. M. NO
TITLE (IN FULL) NO TITLE.	IMPRINT NONE	
IN PLATE - <i>(C)</i>		
		<i>Put Plate No. on back</i>
COLOR DESCRIPTION		
USE PHOTO NO. 1355-30.		
SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

DEADLINE

*5*

*X*



BLUE PRINT O. K.  
AUG 2 1932

CUSTOMER

DIAL NO. **D-2220** ORDER NO. **60869** DATE **5-24-1932**

CUSTOMER **UNITED FARMERS CREAMERY ASSN., INC.,  
CHARLESTOWN, MASS.**

DEPT.  
ETCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO PROPERTY OF C. T. & CO.

**12 1/2" M MILK BOTTLE CIRC. SIZE**

**4 PAGES**

**6x7**

**STYLE 5 COLORS**

PLACE OF TITLE: Upper, Lower, Center—Border ☒ Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **UNITED FARMERS CREAMERY ASSOCIATION, INC.**

**(ETC. AS PER LAYOUT)**

FRONT NO. **NONE**

CALL OF THIS ON ADDRESS SIDE

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

IMPRINT: Customer Yes No

C. I. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 8x10 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative Line Halftone Combination

Dry Wet Panoramic Color Separation

Transfer Paper Process New Process

Stripping White Border Full Face

Blue Print Handcolor Black & White Proof. Titles Red, Blue

*Large Layout*

COLOR DESCRIPTION

HALFTONES FROM COPIES

DUPLICATES ZINC COPIES

LINE & HALFTONE COMB. COLOR PROCESS  
Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD, MORTISE, ANCHOR

SKETCHES, FLUSH TOP, FLUSH BOTTOM

FLUSH SIDES, FLUSH ALL AROUND

UNMOUNTED WITH DEARERS

CUT TO PICAS (SEE SIZE)

PROOFS

LEADS, WOOD, MORTISE, ANCHOR

FLUSH TOP, FLUSH BOTTOM

FLUSH SIDES, FLUSH ALL AROUND

ON WOOD, METAL

SIZE WIDE HIGH SAME SIZE

SURFEN 55 60 65 100 110 120 130 150

ETCHING DEPT. PAINTER'S BLOCKS, UNMOUNTED

FINISHING DEPT. GOLD LINE, OVAL, CIRCLE

SQUARE, LIKE COPY, VARIOUS, HIGH, LOW

WITH LINE, WITHOUT LINE, SPECIAL BORDER

RETURN PHOTO

YES

NO

3

12 1/2

1

1

1

1

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1

1

1

1

1

PHOTO RETURNED

TO

PHOTO USED FOR

MAKE DARK BLUE IMPR.



CARDINELL-VELLUM MFG. CO.,  
MONTCLAIR, N.J.

NO. D-2221  
ORDER NO. 60910

DATE 5-26-1932

25 M LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. - YES

TITLE (IN FULL) OFFICIAL SOUVENIR

IMPRINT JUNE 1932 (C) C.T.

1933 CHICAGO WORLD'S FAIR A  
CENTURY OF PROGRESS

25M. 1ST EDIT. PUBLISHED BY  
CARDINELL CENTURY OFFICIAL  
PHOTOGRAPHERS, INC.

IN PLATE - (C) Chicago Aerial Survey Co.

COLOR DESCRIPTION

USE PHOTO NO. 2A924. SEE SKETCH ATTACHED.

NO. D-2221

CARDINELL-VELLUM MFG. CO.,  
MONTCLAIR, N.J.

ORDER NO. 60910

DATE 5-26-1932

25 M LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES

TITLE (IN FULL) CHICAGO STADIUM

IMPRINT MADE BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

COLOR DESCRIPTION

DEADLINE

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

DEADLINE

H.C. 2 1/2  
A-32

1/2  
4 1/2  
6 1/2



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. D-2222

ORDER NO. 60931

DATE 5-26-1932

CUSTOMER THE PIERREPONT HOTEL,  
BROOKLYN, N.Y.

50 M FC SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper, Lower, Center--Border Follow Layout  
Title in Plate ☒ No Copyright in Plate Yes No  
Title in full MOONLIGHT SCENE

LOWER MANHATTAN AS VIEWED FROM ROOF GARDEN  
OF THE HOTEL PIERREPONT

(TITLE IN SKY IN WHITE LETTERS)

RETOUCHING DEPARTMENT

Submit -- Sketch -- Layout -- ☒ Retouched Photo -- Wash Drawing  
Follow Layout

LEAVE OFF 3/8" AT BOTTOM OF PHOTO AND 1 1/8"  
AT LEFT SIDE OF PHOTO. CUSTOMER WANTS TO LEAVE  
OUT THE STRUCTURE IN THE LOWER LEFT HAND CORNER  
AND THE ROOF TOPS ON THE BOTTOM.

COLOR DESCRIPTION

FILE

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE ARTGRAVURE BROWN  
FULL FACE

(All of this on address size)

FRONT NO. 5 R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
☒ Negative -- Line -- Halftone -- Combination  
Dry -- Wet -- Panchromatic -- Color Separation  
Transfer -- Paper Process -- New Process  
Stripping -- White Border Full Face  
☒ Blue Print Handcolor Black & White Proof Titles -- Red, Blue

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 130 150

ETCHING DEPT. PRINTING INK FOR GROUNDING

FINISHING DEPT. GROUNDING OVAL CIRCLE

SQUARE CIRCLE OVAL CIRCLE HORIZONTAL  
WITH LINE WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALFTONE COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD METAL ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH DEARERS

CUT TO PICAS (see size)

PROOFS

FLUSH GROUNDING INK FOR GROUNDING

ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR



*Plaque of 9th*

*TVPS only*

*14  
19*

MAX RIGOT SELLING CO.,  
CHICAGO

NO. ~~DTXXXX~~ D-2224  
ORDER NO. 66384  
DATE 6-21-1933

100M LARGE FOLDER COVER FRONT MAKEOVER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) CENTURY OF PROGRESS  
WORLD'S FAIR CHICAGO 1933  
HALL OF SCIENCE

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NONE R. M. YES  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION  
USE PHOTO NO. ~~XX~~ 1A2052, MAKEOVER BLACK & COLORS

MAX RIGOT SELLING CO.,  
CHICAGO

NO. D-2224  
ORDER NO. 66384  
DATE 6-21-1933

100M LARGE FOLDER COVER BACK

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) HALL OF SCIENCE  
~~TOWER OF WATER~~  
THREE FOUNTAIN TOWERS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NONE R. M. YES  
IMPRINT MADE BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

COLOR DESCRIPTION  
USE NEGATIVES AND COLOR PLATES AS BEFORE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
HOTO TICKET



BLUE PRINT O.K.  
JUN 16 1932

32

MAX PICOT SELLING CO.,  
CHICAGO

NO. D-2224

ORDER NO. 61100

DATE 5-4-1932

25 M LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES

TITLE (IN FULL) CENTURY OF PROGRESS  
WORLD'S FAIR CHICAGO 1933

IMPRINT SAME AS ABOVE

HALL OF SCIENCE.

COLOR DESCRIPTION

USE PHOTO NO. 1A2052. IN TITLE "1933" IS TO BE IN LARGE LETTERS  
BEHIND TITLE. SEE SKETCH ATTACHED.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

NO. D-2224

MAX PICOT SELLING CO.,  
CHICAGO

ORDER NO. 61100

DATE 6-4-1932

25 M LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES

TITLE (IN FULL) HALL OF SCIENCE

IMPRINT MADE BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

TOWER OF WATER

COLOR DESCRIPTION

USE PHOTOS NOS. 1A2678 & 1A2689.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

DEADLINE



BLUE PRINT O. K. <sup>215</sup>  
AUG 4 1932

DEADLINE

Layout 6 1/2  
Ret. 1 1/2

PHILIPPINE EDUCATION CO., INC., MANILA, P.I.		NO. D-2225 ✓
		ORDER NO. 61105
		DATE 7-28-1932
6 M LARGE FOLDER COVER		FRONT
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE	R. M. NO <i>yes</i>
TITLE (IN FULL) SOUVENIR FOLDER OF MANILA, P.I. THE PEARL OF THE ORIENT	IMPRINT	SAME AS ABOVE
NEW POST OFFICE, PLAZA LAWTON.		
COLOR DESCRIPTION		
USE PHOTO NO. <sup>D 1828 <i>Large File</i></sup> <del>2A-4447</del> COLOR SAME AS 2A-4447		
PHILIPPINE EDUCATION CO., INC., MANILA, P.I.		NO. D-2225
		ORDER NO. 61105
		DATE 7-28-1932
6 M LARGE FOLDER COVER		BACK
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE	R. M. <i>yes</i>
TITLE (IN FULL) MALACANANG, MANILA, P.I. EXECUTIVE OFFICE OF GOVERNOR GENERAL	IMPRINT	MADE BY CURT TEICH & CO., INC., CHICAGO, U.S.A.
COLOR DESCRIPTION		
USE PHOTO NO. 94881. COLOR SAME AS 94881. <i>Make more colorful than in old color n. 2912 attached</i>		
SUBMIT: RET. PHOTO		B. L. & W. PROOF
PHOTO PROPERTY OF C. T. & Co. -		CUSTOMER
CURT TEICH & COMPANY, INC., CHICAGO		RETURN PHOTO.
PHOTO TICKET		

DEADLINE

LX



BLUE PRINT O. K. <sup>215</sup>  
174

JUL 25 1932

ISLAND PHARMACY,  
AVALON, CATALINA ISLAND, CALIF.

NO. D-2226

ORDER NO. 61130

DATE 6-7-1932

25 M LETTERHEADS SIZE 7 1-4 X 10 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AVALON

XXXX SANTA CATALINA ISLAND  
CALIFORNIA

(HAND LETTERING)

(HAVE SECOND LINE ~~BE~~ TYPE SLIGHTLY  
MORE PROMINENT THAN OTHERS.)

COLOR DESCRIPTION

SEE SKETCH ATTACHED. DO NOT USE QUITE SO MUCH DECORATION, WHICH  
LOOKS TOO ORNATE. SEE TISSUES ATTACHED TO PHOTOS FOR  
COLORS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT ~~IMP.~~ None

SUBMIT: ~~RET. PHOTO~~

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

MAKE LIGHT BLUE IMPR

DEADLINE



BLUE PRINT O. K.

JUL 25 1932 4 1/2

JS

ISLAND PHARMACY,  
AVALON, CATALINA ISLAND, CALIF.

NO. 9-2227

ORDER NO. 61130

DATE 6-7-1932

25 M ENVELOPES SIZE 3 7-8 X 7 1-2, SQUARE FLAP

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NO TITLE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT C.T.

COLOR DESCRIPTION

USE VIEW OF AVALON BAY LOOKING WEST, (LEFT VIEW ON LTHD. NO. 9-2226)

SUBMIT: RET. PHOTO

PHOTO PROPERTY OF C. T. & Co.

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

20



JUL 2 - 1932

RETURN PHOTO

PHOTO USED FOR



BLUE PRINT O.K.  
JUL 2 - 1932

CUSTOMER  
PHOTO PROPERTY OF C. T. & CO.  
RETURN PHOTO YES NO

DIAL NO. D-2229 ORDER NO. 61123 DATE 6-7-1932

CUSTOMER PENN-DAW HOTEL,  
ALEXANDRIA, VA.

12 1/2 M PC SIZE 3 1/2 X 5 1/2  
PLACE OF TITLE: Upper Lower, Center Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

PENN-DAW HOTEL  
R.F.D. NO. 1, ALEXANDRIA, VA. TELEPHONES ALEXANDRIA  
1932 & 2203  
(ETC. AS PER COPY ATTACHED)

RETOUCHING DEPARTMENT  
Submit - Sketch - Layout - Retouched Photo - Wash Drawing  
Follow Layout

COLOR DESCRIPTION

DEPT. RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART  
DATE COMPLETED

STYLE ARTGRAVURE BROWN  
WHITE BORDER  
R. M. Yes No  
R. M. to cover part of Mess. Space entire Mess. Space entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD CLOTH with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative - Line Halftone Combination  
Dry - Wet Panoramic - Color Separation  
Transfer - Paper Process - New Process  
Stripping - White Border Full Face  
Blue Print Handcolor Black & White Print Titles Red, Blue

ENGRAVING DEPARTMENT

HALFTONES (GROSS)										ZINC ETCHINGS (GROSS)									
DEPT. ARTS					ZINC PLATE PLATES					DEPT. ARTS					ZINC PLATE PLATES				
Extra	Normal	Extra	Striping	Stip	Stip	Stip	Stip	Stip	Stip	Extra	Normal	Extra	Striping	Stip	Stip	Stip	Stip	Stip	Stip
Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive
Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day	Ben Day
Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size	Size
Width	Width	Width	Width	Width	Width	Width	Width	Width	Width	Width	Width	Width	Width	Width	Width	Width	Width	Width	Width
Height	Height	Height	Height	Height	Height	Height	Height	Height	Height	Height	Height	Height	Height	Height	Height	Height	Height	Height	Height
Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen	Screen
Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept	Etching Dept
Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept	Finishing Dept

PHOTO RETURNED TO PHOTO USED FOR

FX



BLUE PRINT O.K.  
JUL 2 - 1932

PHOTO PROPERTY OF C. T. & CO.  
RETURN PHOTO YES NO

DIAL NO. D-2230 ORDER NO. 61123 DATE 6-7-1932

CUSTOMER PENN-DAW HOTEL,  
ALEXANDRIA, VA.

12 1/2 M PC SIZE 3 1/2 x 5 1/2  
PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full A CONVENIENT PLACE TO STAY WHILE  
VISITING WASHINGTON AND NORTHERN VIRGINIA  
PENN-DAW HOTEL  
(ETC. AS PER COPY ATTACHED)

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

MAKE TREES SHOW ON CARDS AS THEY ARE PAINTED  
ON COLORED SKETCH ATTACHED. ALSO REMOVE THE HOUSE  
WITH THE WHITE FRONT IN THE BACKGROUND, AS SHOWN  
IN COLORED SKETCH. ALSO REMOVE POST IN  
FOREGROUND.

Photo - 3AHS-22  
COLOR DESCRIPTION

DEPT. RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART  
Photos for this Customer

STYLE ARTGRAVURE BROWN  
WHITE BORDER  
(Call of this on address side)  
FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Panchromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT  
HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB COLOR PROCESS  
Extra Negatives  
Extra Strip  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day  
ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negatives  
Extra Strip  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day  
SIZE WIDE HIGH SAME SIZE  
BLOCKING DEPT WOOD MORTISE ANCHOR  
SOLID METAL FLUSH TOP FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BEAKERS  
CUT TO PICAS (see size)  
PROCES  
FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPE ENGRAVING  
ON WOOD METAL

PHOTO RETURNED TO PHOTO USED FOR



NO. 0-2231

C. L. WHITE,  
CARLSBAD, N.M.

ORDER NO. 60632

DATE 6-7-1932

25 M BOOK VIEW ARTGRAVURE BROWN. PAGE SIZE 6 1-4 X 9 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TWO SPECIES OF  
GIANT CACTUS.

(VIEW ON PAGE 29)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 33334.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K.  
JUL 6 1932

Layout

CUSTOMER  
T. & CO.  
PHOTO PROPERTY OF  
RETURN PHOTO  
YES  
NO

DIAL No. **D-2232** ORDER NO. **61173** DATE **6-13-1932**

CUSTOMER **J.M. BENDER,  
AMBOY, CALIF.**

**6** M **PC GROUP (3)** SIZE **3 1/2 x 5 1/2**

PLACE OF TITLE: Upper, Lower, Center—Border  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **BENDER'S ONE STOP SUPER SERVICE STATION  
INTERIOR OF COTTAGE. PORTION OF LOBBY.  
COMFORT ON THE DESERT. AMBOY, CALIF.**

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

DEPT. DATE COMPLETED

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

STYLE **ARTGRAVURE GREEN  
XXXXXXX WHITE BORDER**

FRONT NO. **5** R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. I. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS  
Extra Negatives  
Extra Stripping  
Strip to Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day

ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negatives  
Extra Stripping  
Strip to Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day

SIZE — WIDTH — HIGH SAME SIZE  
SCREEN 57 60 65 100 110 120 133 150

ETCHING DEPT. (SEE INSTRUCTIONS FOR DETAILS)

FINISHING DEPT. (SEE INSTRUCTIONS FOR DETAILS)

SIZE — WIDTH — HIGH SAME SIZE

BLOCKING DEPT. (SEE INSTRUCTIONS FOR DETAILS)

PROOFS

(SEE INSTRUCTIONS FOR DETAILS)

PHOTO RETURNED TO PHOTO USED FOR



12 7 1/2

BLUE PRINT O. K. *WJ*  
JUN 23 1932  
423

I. & M. OTTENHEIMER, BALTIMORE, MD.

NO. D-2233  
ORDER NO. 61185  
DATE 6-13-1932

12M 500 LARGE FOLDER COVER FRONT

<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO.	NONE R. M. YES
TITLE (IN FULL) SELECT VIEWS OF BALTIMORE, MD.		IMPRINT	PUBLISHED BY I. & M. OTTENHEIMER, BALTIMORE, MD.
FRANCIS SCOTT KEY MONUMENT, EUTAW PLACE		(C) C.T. & CO., CHI.	

COLOR DESCRIPTION

USE NEGATIVE FROM COVER NO. D-1264.

I. & M. OTTENHEIMER,  
BALTIMORE, MD.

NO. D-2233  
ORDER NO. 61185  
DATE 6-13-1932

12 M 500 LARGE FOLDER COVER BACK

<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO.	NONE R. M. YES
TITLE (IN FULL) PANORAMA OF THE BUSINESS SECTION.		IMPRINT	NONE

COLOR DESCRIPTION

USE NEW PHOTO. *Destroy old negative* *JHS*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT D. K. 218  
JUL 5 1932

PHOTO PROPERTY OF C. T. & CO. CUSTOMER  
RETURN PHOTO YES

DIAL NO. **D-2234** ORDER NO. **61258** DATE **6-16-32**

CUSTOMER **MONONGAHELA HOUSE,  
SMITHFIELD & WATER STS.,  
PITTSBURGH, PA.**

**3 1/2 M PC** SIZE **3 1/2 x 5 1/2**

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **TOP- MONONGAHELA HOUSE, PITTSBURGH'S  
HISTORICAL HOTEL**

**BOT- HISTORY STUDENTS INSPECTING ROOM**

**OCCUPIED BY ABRAHAM LINCOLN IN HIS**

**VISITS TO PITTSBURGH**

**LOWER LEFT, SMALL TYPE: PHOTO BY WIDE WORLD PHOTOS, PITTSBURGH BUREAU**

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

DEPT. DATE COMPLETED

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

STYLE **ARTGRAVURE GREEN  
WHITE BORDER**

FRONT NO. **5** R. M. ☒ Yes ☐ No

R. M. to cover ☒ part of Mess. Space ☐ entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative Line Half-tone Combination

Dry Wet Panoramic Color Separation

Transfer Paper Process New Process

Stripping White Border Full Face

Blue Print Handcolor Black & White Proof Titles Red, Blue

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC ETCHINGS FROM COPIES

DUPLICATES ZINC COLOR PLATES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB. COLOR PROOFING

DUPLICATES COLOR PLATES

Extra  
Negatives  
Extra  
Shipping  
Strip  
To Size  
Double  
Print  
Reverse  
Position  
Reverse  
Color  
Ben Day

Extra  
Negatives  
Extra  
Shipping  
Strip  
To Size  
Double  
Print  
Reverse  
Position  
Reverse  
Color  
Ben Day

SIZE WIDE HIGH SAME SIZE

SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 65 70 75 80 85 90 95 100 105 110 115 120 125 130 135 140 145 150

SCREEN 55 60 65 70 75 80 85 90 95 100 105 110 115 120 125 130 135 140 145 150

ETCHING DEPT. (PRINTING INK OR GROUNDING INK)

PROOFS

FINISHING DEPT. OUTLINE LOCAL LARGE

PROOFS

SQUARE LIKE GROUND MAGNETIC HIGH SPEED

PROOFS

WITH LINE WITHOUT LINE SPECIAL BORDER

PROOFS

PHOTO RETURNED

TO

PHOTO USED FOR

Center Cut 2  
with Photo on side

6-3/4



BLUE PRINT O. K. *1932*  
JUN 16 1932

*A-5*

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2235

ORDER NO. 61260

DATE 6-15-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2. XX

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)  
NO TITLE.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 1838-30. COLOR SAME AS 1A-H18

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT O. K. *11/15*  
JUN 16 1932

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2236

ORDER NO. 61260

DATE 6-16-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NO TITLE.

IN PLATE- (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 112917: COLOR SAME AS 112917.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT O. K. *W*  
JUN 16 1932 *TS*

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. 8-2237

ORDER NO. 61260

DATE 6-16-1932

12<sub>M</sub> 500 VIEW CARDS SIZE 2 X 3 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)  
NO TITLE.  
IN PLATE - (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE  
IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 1A3352. COLOR SAME AS 1A3352.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER



BLUE PRINT O. K.  
JUL 7 1932

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

DIAL No. D-237

ORDER No. 61273

DATE 6/20/32

DEPT.

DATE COMPLETED

CUSTOMER

COCA COLA BOTTLING CO.  
ST. LOUIS, MO.

1 9/16 X 11 1/8  
DIE CUT.

RETUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

25 M TALLY CARDS SIZE 1 9/16 X 5 9/16 (WHEN FOLDED) STYLE ON FOLDER COVER STOCK

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

NO TITLE.

FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

#### RETUCHING DEPARTMENT

Submit - Sketch - Layout - Retouched Photo - Wash Drawing  
Follow Layout

#### PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative - Line Halftone Combination

Dry - Wet Panchromatic - Color Separation

Transfer - Paper Process New Process

Stripping - White Border Full Face

Blue Print Handcolor Black & White Proof. Titles Red, Blue.

#### COLOR DESCRIPTION

PUT MORE COLOR OR LIFE INTO THE BOTTLE THAN ON  
SAMPLE TALLY CARD ATTACHED.

#### ENGRAVING DEPARTMENT

HALFTONES FROM COPIES ZINC ETCHINGS FROM COPIES

DUPLICATES ZINC COLOR PLATES DUPLICATES COLOR PLATES

LINE & HALFTONE CAMB. COLOR PROOF										ZINC ETCHINGS FROM COPIES									
Extra Negatives	Extra Shipping	Ship To Size	Double Proof	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Shipping	Ship To Size	Double Proof	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Shipping	Ship To Size	Double Proof	Reverse Position	Reverse Color

SIZE WIDE HIGH SAME SIZE  
SCREEN 55 60 65 100 110 120 135 150

ETCHING DEPT. (see size)

FINISHING DEPT. OUTFIT - OVAL - CIRCLE  
SQUARE - FULL CORN - ANGLET - HOLLOW  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MARBLE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH DECKERS  
CUT TO PICAS - see size

PROOFS

LETTER - GOOD - INK - SIZES - SIZES  
LETTER - GOOD - INK - SIZES - SIZES  
ON WORD - METAL

DEADLINE



A 32

Letter 06  
R 31

SANBORN SOUVENIR CO., INC., DENVER, COLO.		NO. <del>2A-H92</del> <sup>D 2240</sup>
		ORDER NO. 39046
		DATE 2-12-1932
12 M 500 XMAS FOLDERS SIZE 9 X 12 1-4 FOLDED TO SIZE 4 1-2 X <small>(ALL OF THIS ON THE PICTURE SIDE)</small> <small>(ALL OF THIS ON THE ADDRESS SIDE)</small>		
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO.	R. M.
TITLE (IN FULL)	IMPRINT	
GREETINGS FROM THE ROCKIES MT. HAKER THE CALL OF THE TRAIL	NONE NONE	NONE
COLOR DESCRIPTION		PUT PLATE NO. ON BACK
SEE LAYOUT ATTACHED. USE NEW PHOTO & PHOTO NO. 0A4013. SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO NAME CAN BE PUT ON IF DESIRED.		
SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF
PHOTO PROPERTY OF C. T. & CO.—	CUSTOMER	RETURN PHOTO.
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

DEADLINE

68



Left 6 1/2  
R 1 1/2

428-26

BLUE PRINT O.K.  
MAR 17 1932

✓ NO. D 2241  
~~2A-1195~~

ORDER NO. 59046

DATE 2-12-1932

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

12 M500 XMAS FOLDERS SIZE 9 X 12 1-4 FOLDED TO SIZE 4 1-2 X  
6 1-8 DESIGN NO. XFC 2. RUN IN 6 COLORS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CHRISTMAS ESPECIALLY  
FOR YOU. MT. EVANS

GREETINGS FROM THE ROCKIES

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

SEE LAYOUT ATTACHED.  
USE NEW PHOTO & PHOTO NO. 1A-H169. SEE THAT NEARLY 3-4" OF SPACE IS  
CLEAR BELOW EACH MESSAGE SO NAME CAN BE PUT ON IF DESIRED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL. PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

5  
14



24  
BLUE PRINT O.K.  
MAR 17 1932

7  
2

D. 2242  
NO. ~~2A-154~~

ORDER NO. 59046

DATE 2-12-1932

SANBORN SOUVENIR CO.,  
DENVER, COLO.

12 M 500 XMAS FOLDERS SIZE 9 X 12 1-4 FOLDED TO SIZE 4 1-2 X  
6 1-5, DESIGN NO. XFC 3, RUN IN 6 COLORS

(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO.	R. M.
TITLE (IN FULL) MOUNTAINOUS CHRISTMAS GREETING PIKES PEAK THRU THE GATEWAY	NONE NONE	NONE

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. DO NOT CUT OFF CORNER AS ON LAYOUT BUT  
CONTINUE SAME ARRANGEMENT AS OTHERS, THUS SAVING INSIDE PRINTING.  
USE NEW PHOTO AND PHOTO NO. 1A-H169 (TIMBERLINE TREE). SEE THAT  
NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO NAME CAN BE  
PUT ON IF DESIRED.

SEE 1A 39 ATT. FOR COLORS

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.	CUSTOMER		

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

6  
8

DEADLINE



A25

BLUE PRINT O.K.  
MAR 17 1932

(4)

Report of the  
Layout + Cost 7  
R 1

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

✓ D 2243  
NO. 2A-H95

ORDER NO. 59046

DATE 2-12-1932

12 M500 2MAS FOLDERS SIZE 9 X 12 1-4 FOLDED TO SIZE 4 1-2 X  
6 1-8. DESIGN NO. XFC 4. RUN IN 5 COLORS.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) SNOWY RANGE

IMPRINT NONE

MERRY CHRISTMAS HAPPY NEW YEAR  
MXX

*Verse*

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. USE PHOTO NO. 5393-29 & NEW PHOTO.  
SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO  
NAME CAN BE PUT ON IF DESIRED.

CANDLES IN: RED & YELLOW, BLACK & GOLD, BLACK & SILVER

LETTERING SAME

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2

20



44  
BLUE PRINT O. L.  
MAR 23 1932

D 2244  
NO. 2244

ORDER NO. 59046

DATE 2-12-1932

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

12 500 XMAS FOLDERS SIZE 6 1-8 X 17 1-2 FOLDED TO SIZE 4 3-8  
X 6 1-8. DESIGN NO. XFC5. RUN IN 6 COLORS  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) GREETINGS FROM THE  
ROCKIES

IMPRINT NONE

WHERE THE MIGHTY CANYONS YAWN.  
(ETC. AS PER LAYOUT)

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. MAKE LARGER THAN SKETCH SAMPLE. SIZE AS ABOVE.  
FOR FIRST PAGE ASK MR. TEICH. USE NEW PHOTOS, PHOTO NO. 2771-30 &  
PHOTO NO. D-520.

SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO NAME  
CAN BE PUT ON IF DESIRED. ~~DEVELOP IN PINK OR RED~~

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

68  
DEADLINE



14  
BLUE PRINT O. K. W.  
MAR 17 1932

7

NO. D 7245  
~~2A-1197~~

ORDER NO. 59046

DATE 2-13-1932

12 500 XMAS FOLDERS SIZE 3 3-4 X 8 5-8 FOLDED TO SIZE 3 3-4 X  
M 4 7-8. DESIGN NO. XFC 7. RUN IN 6 COLORS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM THE  
ROCKIES  
TIMBER LINE IN THE ROCKIES

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. USE PHOTO NO. 1A-H167.  
SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO  
NAME CAN BE PUT ON IF DESIRED.

PVT PLATE NO. ON BACK

SUBMIT: RET. PHOTO B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

2  
14

DEADLINE

X



13  
BLUE PRINT O.K.  
MAR 1, 1932

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

NO. D 2246  
2A-H90

ORDER NO. 59046

DATE 2-13-1932

12M500 XMAS FOLDERS SIZE 3 3-4 X 9 FOLDED TO SIZE 3 3-4 X  
4 7-8. DESIGN NO. XFC 9. RUN IN 6 COLORS

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) GREETINGS FROM THE  
MOUNTAINS

IMPRINT NONE

BIG THOMPSON CANYON

PUT PLATE NO. ON BACK

COLOR DESCRIPTION  
SEE LAYOUT ATTACHED. USE ~~NEW~~ PHOTO. 2A-H90

SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO NAME X  
CAN BE PUT ON IF DESIRED. DO NOT MAKE CANYON WALLS TOO BROWN  
OR PINK OR RED  
WATCH FOLD. SHOULD COME DOWN AS MARKED ON SKETCH

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

19  
DEADLINE



79 1/2  
BLUE PRINT O.K.  
MAR 17 1932

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

NO. D 2247  
~~2A-499~~

ORDER NO. 59046

DATE 2-15-1932

12 M 500 XMAS FOLDERS SIZE 3 3/4 X 9 1/4 FOLDED TO SIZE 3 3/4 X  
(ALL OF THIS IS THE PICTURE SIDE) DESIGN NO. XFC 9 RUN IN 6 COLORS

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) FRIENDLY GREETINGS

IMPRINT NONE

ROCKY MOUNTAIN CANARY

PVT PLATE NO. ON BACK

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. USE PHOTO NO. 1A-8163.  
WATCH FOLD. XXXXX SHOULD COME DOWN AS MARKED ON SKETCH  
SEE THAT NEARLY 3/4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO  
NAME CAN BE PUT ON IF DESIRED.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

19  
14  
DEADLINE



A 14

*not center*

10

*4 1/2*  
*1*  
*2*

✓ D 2248  
NO. 2A-H100

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

ORDER NO. 59046

DATE 2-13-1932

12M 500 X 4 7-8. DESIGN NO. XFC 10. RUN IN 6 COLORS  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SEASON'S GREETINGS  
PIKES PEAK

FRONT NO. NONE  
IMPRINT NONE

R. M. NONE

COLOR DESCRIPTION

PUT PLATE NO. ON BACK

SEE LAYOUT ATTACHED. USE PHOTO NO. 1A-H166.  
SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO NAME  
CAN BE PUT ON IF DESIRED.

SUBMIT: RET. PHOTO B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

X

2

14



A-14(12)

BLUE PRINT O.K. - W-1  
MAR 17 1932

NO. D 2249  
2A-H101

ORDER NO. 59046

DATE 2-13-1932

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

12M 500 XMAS FOLDERS SIZE 4 7-8 X 7 1-2 FOLDED TO SIZE 3 3-4 X  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) CHRISTMAS GREETINGS  
CAPITOL IN WINTER

IMPRINT NONE

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. USE ~~NEW~~ PHOTO NO. 87348. MAKE BORDER OF  
DARKER COLOR TO ~~KN~~ THROW OUT THE WHITE OF PICTURE. SEE SAMPLE ATT.  
SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO  
NAME CAN BE PUT ON IF DESIRED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

6

20



114

12

Layout - 1/2  
1/2

NO. D 2250  
2A-HIC2

ORDER NO. 59046

DATE 2-13-1932

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

12 M500 XMAS FOLDERS SIZE 4 7-8 X 7 1-2 FOLDED TO SIZE 3 3-4

(ALL TYPE ON THIS TURBIDITY) DESIGN NO. XFC 12, RUN IN 6 COLORS.

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MERRY CHRISTMAS  
MT. MASSIVE

FRONT NO. NONE R. M. NONE

IMPRINT NONE

PVT PLATE NO. ON ~~FRONT~~ BACK

COLOR DESCRIPTION  
SEE LAYOUT ATTACHED. USE PHOTO NO. 1A3624.  
SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO  
NAME CAN BE PUT ON IF DESIRED.

SUBMIT: RET. PHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2  
14

X



A14  
BLUE PRINT O.K. *W*  
MAR 1 1932

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

*layou*  
3 1/2  
2 ✓  
✓ NO. *D 2251* 2A-RT103

ORDER NO. 59046

DATE 2-13-1932

12 M 500 XMAS FOLDERS SIZE 4 7-8 X 7 0-2 FOLDED TO SIZE 3 3-4 X  
4 7-8 DESIGN NO. XFO 13. RUN IN 6 COLORS  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) A MERRY CHRISTMAS  
RED MOUNTAIN,  
*2 1/2 x 3 1/2*

IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. USE NEW PHOTO. FOR COLORS SEE 5672-29 ATTACHED.  
USE PORTION OF PHOTO AS MARKED. DO NOT RETOUCH FOREGROUND, AS IT  
IS NOT IMPORTANT. BE SURE COLORS ARE THE SAME AS ON POST CARD  
SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO  
NAME CAN BE PUT ON IF DESIRED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

6  
14  
DEADLINE



A14  
BLUE FRONT O.K.  
MAR 1 1932

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

NO. D 2252  
2A-11104

ORDER NO. 59046

DATE 2-13-1932

12M500 XMAS FOLDERS SIZE 4 7-8 X 7 1-2 FOLDED TO SIZE 3.3-4 X  
4 7-8 DESIGN NO. XFO 14 RUN IN 6 COLORS

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) MERRY CHRISTMAS  
LONG'S PEAK.

IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. USE NEW PHOTO.  
SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO  
NAME CAN BE PUT ON IF DESIRED.

SUBMIT: RET. PHOTO B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2  
28



A 14

Layout - 100 4 1/2  
10 1

3  
✓  
Ketching 1/2

19046

NO. D 2253  
2A-H105

ORDER NO. 59046

DATE 2-13-1932

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

12 M500 XMAS FOLDERS SIZE 4 7-8 X 7 1-2 FOLDED TO SIZE 3 3-4 X  
(ALL OF THIS ON THE PICTURE SIDE) 4 7-8 DESIGN NO. XFC 15 RUN IN 6 COLORS (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) A MERRY CHRISTMAS FROM  
COLORADO  
~~LINDSEY PEAK~~  
MOUNT BLANCA

FRONT NO. NONE R. M. NONE  
IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. USE PHOTO NO. 5632-29 <sup>MA5153</sup>. MORE COLOR THAN IN POST CARD. BRIGHT SKY OR BRIGHT SUN EFFECT.

SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO NAME CAN BE PUT ON IF DESIRED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8-  
5-

2  
X



A14  
BLUE PRINT C. K. 141  
MAR 17 1932

16  
SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

NO. ~~24-1106~~  
D 9254  
ORDER NO. 59046

DATE 2-13-1932

12M 500 XMAS FOLDERS SIZE 4 7-8 X 7 1-2 FOLDED TO SIZE 3 3-4 X

(ALL OF THIS ORDER, PICTURES, NO. XFC 16, RUN IN 6 COLORS, (ALL OF THIS ORDER, PICTURES, SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) A MERRY CHRISTMAS AND  
HAPPY NEW YEAR

IMPRINT NONE

HELEN HUNT FALLS

COLOR DESCRIPTION

SEE LAYOUT ATTACHED,  
USE

SEE THAT NEARLY 3-4" OF SPACE IS CLEAR BELOW EACH MESSAGE SO  
NAME CAN BE PUT ON IF DESIRED.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

68  
DEADLINE



BLUE PRINT O.K.  
MAR 17 1932

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

D 2255  
NO. 2A-1107

ORDER NO. 59051

DATE 2-13-1932

12M 500 TIP ON VIEW SIZE 4 X 5 1-2, FOR XMAS CARD SIZE 12 X 8  
FOLDED TO SIZE 6 X 8, DESIGN NO. XFC 6, RUN IN 6 COLORS

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) TORREYS PEAK.

IMPRINT NONE

8 verse

COLOR DESCRIPTION

USE PHOTO NO. 5631-29

MOVE GREETING DOWN AS MARKED ON LAYOUT

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



A 27

BLUE PRINT O.K. *Wey*  
JUN 28 1932

*Layout 8*  
*12*  
*4*  
*1*

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.		NO. <del>2A-1251</del> D 2256 ORDER NO. 59895
DATE 4-8-1932		
XMAS EOLDERS SIZE 9 X 12 1-4 FOLDED TO SIZE 4 1-2 X 12M 5006 1-6. RUN IN 5 COLORS.		
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE	R. M. NONE
TITLE (IN FULL) CHRISTMAS GREETINGS FROM CALIFORNIA	IMPRINT NONE	
MISSION SAN JUAN CAPISTRANO	PUT PLATE NO. ON BACK	
COLOR DESCRIPTION		
USE TWO NEW PHOTOS. SEE TISSUES ATTACHED.		
<i>Photo in #265</i>		
SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF
PHOTO PROPERTY OF C. T. & CO.—	CUSTOMER	RETURN PHOTO.
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		



25

BLUE PRINT O. K. *Wg*  
JUN 28 1932

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.		NO. <i>D 2257</i> <del>2A-H252</del>
		ORDER NO. 59895
		DATE <i>4-8-1932</i>
<b>12 M500</b> XMAS FOLDERS SIZE 9 X 12 1-4 FOLDED TO SIZE <i>4 1-2 x 6 1-8. RUN IN 5 COLORS.</i>		
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. <b>NONE</b>	R. M. <b>NONE</b>
TITLE (IN FULL) <b>SEASON'S GREETINGS FROM CALIFORNIA</b>	IMPRINT <b>NONE</b>	
<b>ORANGE GROVE AND FLOWERS, ON THE SHORE OF THE PACIFIC</b>	<b>PUT PLATE NO. ON BACK</b>	
COLOR DESCRIPTION		
USE NEW PHOTO AND PHOTO NO. <i>101315</i> <del>1A-1550</del> . SEE TISSUE ATTACHED TO NEW PHOTO.		
SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO. PHOTO PROPERTY OF C. T. & Co. — CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

*Layout 8th*  
*B.*

*8*  
*2*



25  
BLUE PRINT O. K. *mc*  
JUN 28 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

✓  
D 2258  
NO. 2A-1253

ORDER NO. 59893

DATE 4-6-1932

12 M500 XMAS FOLDERS SIZE 9 X 12 1-4 FOLD TO SIZE

4 1-2 X 6 1-6 RUN IN 5 COLORS

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) CHRISTMAS GREETINGS  
FROM CALIFORNIA

IMPRINT NONE

PUT PLATE NO. ON BACK

YUCCA IN BLOOM

POPPY FIELD

COLOR DESCRIPTION

USE TWO NEW PHOTOS. SEE TISSUES ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*August 8*  
*R 32*

3

2  
8



A24  
BLUE PRINT O. K. *ms*  
JUN 23 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

✓ NO. ~~2A-1254~~ D 72 59  
ORDER NO. 59895

DATE 4-6-1932

12 M 500 XMAS FOLDERS SIZE 9 X 12 1-4 FOLDED TO SIZE 4 1-2 X  
6 1-6 RUN IN 5 COLORS.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) MERRY CHRISTMAS AND  
A HAPPY NEW YEAR FROM CALIFORNIA

IMPRINT NONE

ROSE GARDEN.  
PALMS

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE NEW PHOTOS AND PHOTOS NOS. 1A-H388 & 1A-H399.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

10 photos  
2 pages 8 V  
R 4 ✓



23  
BLUE PRINT O. K.  
JUN 28 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

D 2260  
NO 2A-1255

ORDER NO. 59895

DATE 4-8-1932

12 M 500 XMAS FOLDERS SIZE 12 1-4 X 9 FOLDED TO SIZE

(ALL OF THIS ON THE PICTURE SIDE)

4 1-2 X 6 1-8 RUN IN 5 COLORS

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) MERRY CHRISTMAS FROM  
CALIFORNIA

IMPRINT NONE

DESERT SCENE  
FLOWER GARDEN.

COLOR DESCRIPTION

Put Plate No. on Back

USE PHOTOS NO. 1A-H404 & 1A-H 399. 7AH 754

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



422  
BLUE PRINT O. K.  
JUN 28 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. <sup>D 2261</sup>  
~~24-1256~~

ORDER NO. 59895

DATE 4-8-1932

12M 500 XMAS FOLDERS SIZE 9 X 12 1-4 FOLDED TO SIZE 4 1-2 X  
6 1-8, FILM IN 5 COLORS

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) MERRY CHRISTMAS -  
HAPPY NEW YEAR FROM CALIFORNIA

NONE

NONE

IMPRINT

NONE

ORANGE GROVE  
PALM DRIVE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTOS NOS. 1A-H377 & ~~1A-H380~~ 77817

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.-

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Layout 8  
Rev 1

20

2



7th  
BLUE PRINT O. K. *me*  
JUN 28 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

✓ NO. *D 2262*  
2A-11257

ORDER NO. 59895

DATE 4-8-1932

12 M 500 4-7-8 XMAS FOLDERS SIZE 3 3-4 X 9 3-4 FOLDED TO SIZE 3 3-4 X  
(ALL OF THIS ON THE PICTURE SIDE) RUN IN 5 COLORS (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) CHRISTMAS GREETINGS  
FROM CALIFORNIA

IMPRINT NONE

ORANGE GROVE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION  
USE PHOTO NO. 61398.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*Layout 52*  
*1 to 2 1/2*

19



A7 1/2

BLUE PRINT O. K.  
JUN 28 1932

Layout 5 1/2  
R. 1 1/2

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. <sup>01263</sup>~~2A-11256~~  
ORDER NO. 59895  
DATE 4-8-1932

12 M500 XMAS FOLDERS SIZE 4 7-8 X 7 1-2 FOLDED TO SIZE  
~~4 7-8 X 3 3-4~~ RUN IN 5 COLORS.

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) A MERRY CHRISTMAS AND

HAPPY NEW YEAR

DESERT VERBENAS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NONE R. M. NONE  
IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE NEW PHOTO. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

19

14



7 1/2  
BLUE PRINT O. K. *W*  
JUN 28 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

*D. 1964*  
✓ NO. ~~2A-1255~~

ORDER NO. 59895

DATE 4-6-1932

12M 500 XMAS FOLDERS SIZE 3 3-4 X 9 3-4 FOLDED TO SIZE  
3 3-4 X 4 7-8. RUN IN 5 COLORS.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) CHRISTMAS  
A MERRY ~~XXXXXXXX~~ AND  
HAPPY NEW YEAR FROM CALIFORNIA

IMPRINT NONE

PALM DRIVE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE NEW PHOTO. SEE TISSUE ATTACHED FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*Original 52*  
*Q. 32*

(3)

14  
57



8 1/2  
BLUE PRINT O. K.  
JUN 28 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

✓  
D 2265  
NO. 2A-1260

ORDER NO. 59895

DATE 4-2-1932

12 M500 XMAS FOLDERS SIZE 3 3/4 X 9 FOLDED TO SIZE  
3 3/4 X 4 7/8 RUN IN 5 COLORS

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) GREETINGS FROM  
CALIFORNIA

IMPRINT NONE

A FLOWER BORDERED WALK

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 123736

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



7 7 1/2  
BLUE PRINT O. K. *ms*  
JUN 28 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

*D 2266*  
✓ NO. ~~2A-1251~~

ORDER NO. 59895

DATE *4-6-1932*

12 M 500 XMAS FOLDERS SIZE 3 3/4 X 9 3/4 FOLDED TO SIZE  
3 3/4 X 4 7/8. RUN IN 5 COLORS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MERRY CHRISTMAS

A CALIFORNIA GARDEN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. 61395.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*Layman*  
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19  
BLUE PRINT O. K.  
JUN 28 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. ~~2A-4252~~ <sup>D 2267</sup>  
ORDER NO. 59895  
DATE 4-6-1932

12 M 500 XMAS FOLDERS SIZE 4 7-8 X 7 1-2 FOLDED TO SIZE  
3 3-4 X 4 7-8. RUN IN 5 COLORS.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) CHRISTMAS GREETINGS  
FROM CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE  
IMPRINT NONE

JOSHUA PALM ON THE DESERT

Put Plate No. on Back

COLOR DESCRIPTION  
USE PHOTO NO. ~~1A-4413~~ OA 4602

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

lay out - 4  
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BLUE PRINT O. K.  
JUN 28 1932

WESTERN PUBLISHING CO. & NOVELTY CO.,  
LOS ANGELES, CALIF.

D 2268  
NO. 2A-1265

ORDER NO. 59895

DATE 4-8-1932

XMAS FOLDERS SIZE 3 3/4 X 9 FOLDED TO SIZE  
12 M5003 3-4 X 4 7-8. RUN IN 5 COLORS.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) A MERRY CHRISTMAS AND  
HAPPY NEW YEAR FROM CALIFORNIA

YUCCA IN BLOOM

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NONE

IMPRINT NONE

Put plate no. on back.

COLOR DESCRIPTION

USE PHOTO NO. 1A-H403.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



8  
BLUE PRINT O. K. *ms*  
JUN 28 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

✓ NO. *D 2269*  
~~2A-H264~~

ORDER NO. 59895

DATE 4-8-1932

12 M500 XMAS FOLDERS SIZE 4 7-8 X 7 1-2 FOLDED TO SIZE

~~3 3-4 X 4 7-8~~ RUN IN 5 COLORS

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL)  
A MERRY CHRISTMAS FROM  
THE GOLDEN WEST.

IMPRINT NONE

ORANGES AND SNOW

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE PHOTO NO. XXXX ~~1A-H412~~ 84121

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



18  
BLUE PRINT O. K. *W*  
JUN 28 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

*D 2270*  
NO. ~~2A-1205~~

ORDER NO. 59895

DATE 4-8-1932

12 M500 XMAS FOLDERS SIZE 4 7-8 X 7 1-2 FOLDED TO SIZE  
3 3-4 X 4 7-8. RUN IN 5 COLORS.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) CHRISTMAS GREETINGS

IMPRINT  
NONE

SAN JUAN CAPISTRANO

PUT PLATE NO. ON BACK

COLOR DESCRIPTION

USE NEW PHOTO. SEE 11 ISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

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BLUE PRINT O. K.

JUN 25 1932

WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. <sup>D 2271</sup> 2A-H266

ORDER NO. 59895

DATE 4-8-1932

12 M 500 XMAS FOLDERS SIZE 3 3/4 X 9 1/2 FOLDED TO SIZE

(ALL OF THIS ON THE PICTURE SIDE) RUN IN 5 COLORS (THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM  
CALIFORNIA

FRONT NO. NONE R. M. NONE  
IMPRINT NONE

PUT PLATE NO. ON BACK

GOLDEN POPPIES.

COLOR DESCRIPTION

USE PHOTO NO. 1A-H401.

*Change Poppie.*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

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JUL 8 1932

RETURN PHOTO	YES	NO
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CUSTOMER **V** EPWORTH EUCLID CHURCH,  
CLEVELAND, OHIO

## STYLE

ARTGRAVURE BROWN  
WHITE PORDER

Photos for  
this Customer

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout  
 Title in Plate Yes No Copyright in Plate Yes No  
 Title in full **NO TITLE.**

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit - Sketch - Layout - Retouched Photo - Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
 Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
 Mounted CARD, CLOTH, with hinge - or without hinge - Not mounted  
 See Salesman, Customer, or Sample for Position, Office  
 DELIVER \_\_\_\_\_ Straighten Photo \_\_\_\_\_  
 Negative - Line - Halftone - Combination. \_\_\_\_\_ 120  
 Dry - Wet - Panchromatic - Color Separation. \_\_\_\_\_ 133  
 Transfer - Paper Process - New Process. \_\_\_\_\_ 150  
 Stripping - White Border - Full Face. \_\_\_\_\_ 175  
 Blue Print \_\_\_\_\_  
 Handcolor \_\_\_\_\_  
 Black & White Proof. \_\_\_\_\_  
 Titles - Red, Blue, \_\_\_\_\_

ENGRAVING DEPARTMENT

HALFTONES FROM _____ COPIES _____					ZINC ETCHINGS FROM _____ COPIES _____				
DUPLICATES _____					DUPLICATES _____				
FIRST & HALFTONE COVER _____					COLOR PROOFS _____				
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position
				Reverse Color					Reverse Color
				Ben Day					Ben Day

SIZE.....	WIDE.....	100-H	SAME SIZE					
SCREENS.....	50	60	85	100	110	120	130	150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT. ☐ FULL LINE ☐ OVAL ☐ CIRCLE  
☐ SQUARE ☐ FREE COPY ☐ VIGNETTE ☐ HIGHLIGHT  
☐ WITH LINE ☐ WITHOUT LINE ☐ SPECIAL ORDER

BLOCKING DEPT wood, marble, anodized  
stainless steel, flush top, flush bottom  
flush sides, flush all around  
unmounted with bearers  
cut to picas see size

### PROOFS



BLUE PRINT O. K. ~~25~~  
JUL 25 1932

425

R-1/2

RM FRED HARVEY, KANSAS CITY, MO.		NO. D-2273 ORDER NO. 61425 DATE 7-1-1932	
5 M LARGE FOLDER COVER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		FRONT <small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. R. M. YES	
TITLE (IN FULL) NEW MEXICO ALONG THE SANTA FE		IMPRINT PUBLISHED BY FRED HARVEY	
COLOR DESCRIPTION			
<del>MAKE NEGATIVES FOR OFFSET PROCESS.</del>			
FRED HARVEY, KANSAS CITY, MO.		NO. D-2273 ORDER NO. 61425 DATE 7-1-1932	
5 M LARGE FOLDER COVER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		BACK <small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. NONE R. M. YES	
TITLE (IN FULL) NO TITLE.		IMPRINT NONE	
COLOR DESCRIPTION			
<del>MAKE NEGATIVES FOR OFFSET PROCESS.</del>			
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. PHOTO PROPERTY OF C. T. & Co. CUSTOMER			
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET			



BLUE PRINT O.K. - 25  
JUL 7 1932

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

DIAL NO. **D-2274** ORDER NO. **61431** DATE **7-1-1932**

CUSTOMER **CARL MARTY & CO.,  
MONROE, WIS.**

**3 M BLOTTERS** SIZE **3½ X 6¼**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **SWISS CLIFF DWELLERS.**

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO SKETCH.

RETURN PHOTO YES NO

Must have H. C. P.  
today

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

STYLE **COLORED**

FRONT NO. **NONE** R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: **LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.**

PHOTO LITHO  
Rephoto

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination  
Dry — Wet — Panormatic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
Blue Print — Handcolor — Black & White Print. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALFTONE — ME — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH SAME SIZE

SCREEN 25 40 60 85 100 110 120 135 150

ETCHING DEPT. ENGRAVING BACKGROUND SOLID

FINISHING DEPT. CUTTING ON AL. SHEET

SQUARE — DEC. COPY — VIGNETTE — HIGHLIGHT  
WITH LINE — WITHOUT LINE — SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALFTONE — ME — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD — METAL — ANGLE

SOLID METAL — FLUSH — FLUSH — FLUSH

FLUSH — FLUSH — FLUSH — FLUSH

CUT TO PICAS (see size)

PROOFS

TEXT — COLOR — SPECIAL — SPECIAL

ON WOOD — SPECIAL

Photos for  
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE



BLUE PRINT O.K. 2/5  
AUG 3 1932

A55 1/4

PHILIPPINE EDUCATION CO., INC., MANILA, P.I. 14 3/4 X 10		NO. D-2275
		ORDER NO. 61453
		DATE 7-27-1932
5 M BOOK COVERS SIZE 14 1-2 X 9 3-4 FRONT		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE	R. M. YES -VIEW
TITLE (IN FULL) MANILA AND THE PHILIPPINE ISLANDS	IMPRINT	SAME AS ABOVE
JONES BRIDGE AND NEW POST OFFICE XXXXXXXXXX		
COLOR DESCRIPTION		
(USE PHOTO NO. 2A-H409) SEE LAYOUT ATTACHED. FOR VIEW IN OVAL AT BOTTOM OF COVER USE PHOTO NO. 2A-H451.		

PHILIPPINE EDUCATION CO., INC., MANILA, P.I.		NO. D-2275
		ORDER NO. 61453
		DATE
5 M BOOK COVERS SIZE 14 1-2 X 9 3-4 BACK		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NO	R. M. MAP
TITLE (IN FULL) (LAYOUT AND TITLES SAME AS ON OLD COVER ATTACHED)	IMPRINT	MADE BY CURT TEICH & CO., INC., CHICAGO, U.S.A.
BE SURE AND USE TRADEMARK ON NEW COVER.		
COLOR DESCRIPTION		
USE PHOTOS NO. 8 94843, 94844, 94878, 94880, 94860, 94877, 94886 & 94874. BACK OF COVER TO BE EXACTLY THE SAME AS OLD COVER NO. N-2913 EXCEPT A NEW BORDER IS TO BE USED IN PLACE OF THE OLD ONE.		
SUBMIT: RET. PHOTO	B. & W. PROOF	HANDCOL PROOF
PHOTO PROPERTY OF C. T. & CO.—	CUSTOMER	RETURN PHOTO.
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

DEADLINE



BLUE PRINT O. K. 213  
JUL 13 1932

A30

BARKALOW BROTHERS CO.,  
LAS VEGAS, NEV.

NO. D-2276  
ORDER NO. 61491  
DATE 7-5-1932

6 M LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) HOOVER DAM AND  
LAS VEGAS, NEVADA AND VICINITY

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NONE R. M. YES  
IMPRINT NONE

COLOR DESCRIPTION  
SEE TISSUE ATTACHED TO PHOTO. PUT IN THE WORDS "HOOVER DAM"  
IN PROMINENT LETTERS. THEN SEPARATELY IN SMALLER TYPE "LAS VEGAS  
NEVADA" SO THAT THE TWO TITLES WILL BE SEPARATE.

BARKALOW BROTHERS CO.,  
LAS VEGAS, NEV.

NO. D-2276  
ORDER NO. 61491  
DATE 7-6-1932

6 M LARGE FOLDER COVER

RR BACK

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) OVERLOOKING RESERVOIR  
SITE.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NONE R. M. YES  
IMPRINT MADE BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

COLOR DESCRIPTION

USE NEW PHOTO. COLOR AS PER TISSUE ATTACHED.

RETURN PHOTO TO MR. PITCHFORD.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. **D-2277**

ORDER NO. **61521** DATE **7-8-1932**

CUSTOMER **HANSWORTH CO.,  
CHICAGO, ILL.**

**5 M BOOK VIEW** SIZE **PAGE SIZE 10 3/4 X 9 1/2**

PLACE OF TITLE: Upper, Lower, Center—Border -- Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **CHART NO.1**

RETOUCHING DEPARTMENT

Submit -- Sketch -- Layout -- Retouched Photo -- Wash Drawing  
Follow Layout

**REVERSE COPY**

COLOR DESCRIPTION

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE **OFFSET BLACK**

FRONT NO. **NONE** R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative - Line Halftone Combination  
Dry - Wet Panoramic - Color Separation  
Transfer - Paper Process New Process  
Stripping - White Border Full Face  
Blue Print - Handcolor Black & White Proof Titles - Red, Blue.

ENGRAVING DEPARTMENT

<p>HALETONES FROM COPIES</p> <p>DUPLICATES 35 40 45 50 55 60 65 70 75 80 85 90 95 100 105 110 115 120 125 130 135 140 145 150</p> <p>LINE &amp; HALFTONE COMB. COLOR PROCESS</p> <p>Extra Negatives Extra Striping Strip To Size Double Print Reverse Position Reverse Color Ben Day</p>										<p>ZINC ETCHINGS FROM COPIES</p> <p>DUPLICATES 35 40 45 50 55 60 65 70 75 80 85 90 95 100 105 110 115 120 125 130 135 140 145 150</p> <p>Extra Negatives Extra Striping Strip To Size Double Print Reverse Position Reverse Color Ben Day</p>									
<p>SIZE WIDE HIGH SAME SIZE</p> <p>SCREEN 35 40 45 50 55 60 65 70 75 80 85 90 95 100 105 110 115 120 125 130 135 140 145 150</p> <p>ETCHING DEPT. PRINT IN DAY (SOLID)</p> <p>FINISHING DEPT. OFFSET, GAL, CIRCLE, SQUARE, LINE COPY, VIGNETTE, HIGHLIGHT, WITH LINE, WITHOUT LINE, SPECIAL BORDER</p>										<p>SIZE WIDE HIGH SAME SIZE</p> <p>BLOCKING DEPT. WOOD, METAL, ANCHOR, SPECIALTY, FLUSH TOP, FLUSH BOTTOM, FLUSH SIDES, FLUSH ALL AROUND, UNMOUNTED WITH DEWEYS, CUT TO PICAS (see size)</p> <p>PROOFS</p> <p>ON WOOD, METAL</p>									

PHOTO RETURNED

TO

PHOTO USED FOR



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. **D-2278** ORDER NO. **61521** DATE **7-8-1932**

CUSTOMER **HANSWORTH CO.,  
CHICAGO, ILL.**

**5 M** **BOOK VIEW** SIZE **PAGE SIZE 10 $\frac{3}{4}$  x 9 $\frac{1}{2}$**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **CHART NO 2**

DEPT. DATE COMPLETED

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

STYLE **OFFSET BLACK**

FRONT NO. **NONE** R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**REVERSE COPY**

COLOR DESCRIPTION

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative - Line Halftone Combination  
Dry - Wet Panormatic — Color Separation  
Transfer - Paper Process New Process  
Stripping - White Border Full Face  
Blue Print Handcolor Black & White Print Titles - Red, Blue

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES  
DURENATES — COPIES  
LINE & HALFTONE COMB. COPIES  
Extra Negatives  
Extra Shipping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day  
ZINC ETCHINGS FROM — COPIES  
Extra Negatives  
Extra Shipping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day  
BLOCKING DEPT. WOOD, METAL, CAST  
CUT TO PICAS (see size)  
PROOFS  
FINISHING DEPT. WOOD, METAL, CAST  
WOOD, METAL, CAST



PHOTO PROPERTY OF C. T. & CO. CUSTOMER

RETURN PHOTO - YES NO

DIAL NO. **D-2279** ORDER NO. **61521** DATE **7-8-1932**  
CUSTOMER **HANSWORTH CO.,**  
**CHICAGO, ILL.**

**5** M **BOOK VIEW** **PAGE SIZE**  
SIZE **10 1/4 X 9 1/2**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **CHART NO. 3**

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

REVERSE COPY

COLOR DESCRIPTION

DEPT.  
Engraving  
Photo  
C. T. & Co.

STYLE **OFFSET BLACK**

FRONT NO. **NONE** R. W. Yes No  
To M. to cover part of Mess. Space, entire Mess. Space, entire front  
Trade Mark Yes No Special type as sample  
IMPRINT Customer C. T. Imprint No Imprint

PHOTO LITHO

Reprints

Photo Litho each — Size 5x7, 5x10, 5x12, 5x14  
Prints each front — Negatives **MATTE** or **GLOSSY**  
Mount on **CARD CLOTH** with hinge, or without hinge — Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Medium — Combination  
Dry — Wet — Paper — Matte — Color Separation  
Transfer — Ink — Process — New Process  
Stripping — White — Black — Full Free  
Plate Print — Handset — Black & White Print — Lines — Red — Blue

ENGRAVING DEPARTMENT

BALLOONS

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ZINC ETCHINGS

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Blocking Out



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. **D-2280** ORDER NO. **61521** DATE **7-8-1932**

CUSTOMER **HANSWORTH CO.,  
CHICAGO, ILL.**

**5 M BOOK VIEW** SIZE **PAGE SIZE 10 $\frac{3}{4}$  x 9 $\frac{1}{2}$**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **CHART NO.4**

RETOUCHING DEPARTMENT

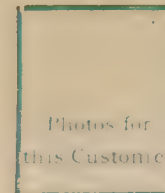
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

REVERSE COPY

COLOR DESCRIPTION

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED



STYLE **OFFSET BLACK**

FRONT NO. **none** R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Half-tone — Combination  
Dry — Wet — Panormatic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALF-TONE COMB. COLOR PROOFS  
Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day

SIZE — WIDE — HIGH SAME SIZE

SCREEN 25 40 60 85 100 110 120 133 150

ETCHING DEPT. PAINT INTO BACKGROUND SOLID

FINISHING DEPT. GROUND SOLID CIRCULAR  
SQUARE — LIKE COPY — VIGNETTE — HIGHLIGHT  
WITH LINE — WITHOUT LINE — SPECIAL BORDER

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD MORTISE — ANCHOR

SOLID MORTISE — FLUSH TOP — FLUSH BOTTOM

FLUSH SIDES — FLUSH ALL AROUND

DOWNSET WITH BEADERS

CUT TO PICAS see size

PROOFS

100% 100% 100% 100% 100% 100%

ON WOOD — METAL

PHOTO RETURNED

TO

PHOTO USED FOR



RETURN PHOTO YES NO

PHOTO RETURNED



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. **D-2282** ORDER NO. **61521** DATE **7-8-1932**

CUSTOMER **HANSWORTH CO.,  
CHICAGO, ILL.**

**5 M BOOK VIEW** SIZE **PAGE SIZE 10 3/4 x 9 1/2**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **CHART NO. 6**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

STYLE **OFFSET BLACK**

FRONT NO. **NONE** R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**REVERSE COPY**

COLOR DESCRIPTION

PHOTO LITHO  
Rephoto

Photograph each Size 5x7 5x10 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge or without hinge Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination  
Dry — Wet — Panchromatic — Color Separation  
Transfer — Paper Process — New Process  
Stipping — White Border — Full Face  
(Blue Print) — Handcolor — Black & White Proof. Titles — Red, Blue

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES ZINC ETCHINGS FROM COPIES  
DUPLICATES FROM COPIES COPIES FROM PLATES

LINE & HALFTONE COPIES				ZINC ETCHINGS COPIES			
Extra Negatives	Extra Stipping	Ship To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Ben Day

SIZE — — — — — WIDTH — — — — — (PRINT SAME SIZE)

BLOCKING DEPT. (WOOD, METAL, ANOTHER)  
SOLID METAL (CUTTING, STAMPING, ENGRAVING)  
THIN SHEET (CUTTING, STAMPING, ENGRAVING)  
UNMOUNTED WITH LEADERS

CUT TOPICS (See size)

ETCHING DEPT. (CUTTING, STAMPING, ENGRAVING)  
PROOFS

FINISHING DEPT. (CUTTING, STAMPING, ENGRAVING)  
WITH LINE (WITH LINE, SPECIAL BORDER)

RETURN PHOTO YES NO

PHOTO RETURNED TO PHOTO USED FOR



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. D-2283

ORDER NO. 61521

DATE

7-8-1932

CUSTOMER

HANSWORTH CO.,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

5 M BOOK VIEW SIZE PAGE SIZE 10 1/2 X 9 1/2

STYLE OFFSET BLACK

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

CHART NO. 7

FRONT NO.

NONE

(this on address label)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

REVERSE COPY

COLOR DESCRIPTION

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination

120

Dry — Wet — Panoramic — Color Separation

133

Transfer — Paper Process — New Process

150

Stripping — White Border — Full Face

175

Blue Print — Handcolor — Black & White Proof, Titles — Red, Blue

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES

ZINC ETCHINGS FROM — COPIES

DUPLICATES — ZINC COLOR PLATES

DUPLICATES — COLOR PLATES

LINE & HALFTONE FROM — COPIES

LINE & HALFTONE FROM — COPIES

Extra Negatives

Extra Negatives

Extra Stripping

Extra Stripping

Strip To Size

Strip To Size

Double Print

Double Print

Reverse Position

Reverse Position

Reverse Color

Reverse Color

Ben Day

Ben Day

SIZE — WIDTH — HEIGHT — SAME SIZE

SIZE — WIDTH — HEIGHT — SAME SIZE

SCREENS 35 40 45 50 55 60 65 70 75 80 85 90 95 100

SCREENS 35 40 45 50 55 60 65 70 75 80 85 90 95 100

ETCHING DEPT. PRINT ON BLACK GROUND SOLID

CUT TO PICAS (see size)

FINISHING DEPT. CUTTING — GAYAL — CORNET

PROOFS

SQUARE — FULL COPY — VIGNETTE — HIGHLIGHT

PROOFS

WITH LINE — WITHOUT LINE — SPECIAL BORDER

PROOFS

PHOTO RETURNED

TO

PHOTO USED FOR



CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. **D-2284** ORDER NO. **61521** DATE **7-8-1932**

CUSTOMER **HANSWORTH CO.,  
CHICAGO, ILL.**

**5M** **BOOK VIEW** SIZE **PAGE SIZE 10 3/4 X 9 1/2**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **CHART NO. 8**

DEPT  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

STYLE **OFFSET BLACK**

FRONT NO. **NONE** R.M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

Photo for  
Customer's Use

PHOTO RETURNED  
TO

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**REVERSE COPY**

COLOR DESCRIPTION

PHOTO LITHO  
Reprints

NEG. NO.

Photograph each - Size 7x11 7x17 4x12  
Prints each from Negatives **MATTE** or **GLOSSY**  
Mount on **CARD CLOTH**, with hinge or without hinge. Not mounted  
See Salesman, Customer, or Sample for Position, Color  
**DELIVER** Straighten Photo  
Negative — Line Halftone Combination 2 1/2  
Dry Wet Panchromatic Color Separation 2 1/2  
Transfer — Paper Process New Process 5 1/2  
Stripping — White Border Full Frame 9 1/2  
Blue Print — Hardener — Black & White Proof Titles — Red, Blue

ENGRAVING DEPARTMENT

HALFTONES										ZINC ETCHINGS									
DETAILS										DETAILS									
Extra Resolves	Extra Stripping	Stop In Set	Double Print	Reverse Print	Reverse Photo	Reverse Text	Reverse Image	Reverse Color	Reverse Dev	Extra Resolves	Extra Stripping	Stop In Set	Double Print	Reverse Print	Reverse Photo	Reverse Text	Reverse Image	Reverse Color	Reverse Dev
FINISHING DEPT.										FINISHING DEPT.									
SQUARING										SQUARING									
WITH/OUT										WITH/OUT									

PHOTO USED FOR



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. **D-2285** ORDER NO. **61521** DATE **7-8-1932**

CUSTOMER **HANSWORTH CO.,  
CHICAGO, ILL.**

**5 M BOOK VIEW** SIZE **PAGE SIZE 11 1/8 X 9 1/2**

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **DRAWING PAGE NO. 1**

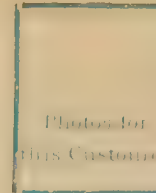
*(as per layout)*

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

COLOR DESCRIPTION

DEPT. PHOTO LITHO  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

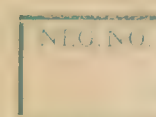


STYLE **OFFSET BLACK  
(ON TISSUE STOCK)**

FRONT NO. **NONE** R.M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire front  
Trade Mark Yes No Special type as sample  
IMPRINT Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto



Photograph each Size 5x7 5x10 8x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge or without hinge Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative Lin. Halftone Combination

Dry Wet Pantographic Color Separation

Transfer Paper Process New Process

Shipping White Border Full Face

Blue Print Handcolor Black & White Proof Titles Red, Blue

ENGRAVING DEPARTMENT

HALFTONES

REPRODUCTION

LINE & HALF-TONE

Extra  
Vaseline  
Extra  
Stippling  
Solid  
To 2-22  
Reverse  
Full  
Reverse  
Picture  
Reverse  
Line  
See Do

ZINC ETCHINGS

REPRODUCTION

LINE & HALF-TONE

Extra  
Vaseline  
Extra  
Stippling  
Solid  
To 2-22  
Reverse  
Full  
Reverse  
Picture  
Reverse  
Line  
See Do

SIZE WIDTH HEIGHT SAME SIZE

QUANTITY 50 100 250 500 1000 1500

ETCHING DEPT. 1/2" 1/4" 1/8" 1/16"

FINISHING DEPT. 1/2" 1/4" 1/8" 1/16"

WITH LINE WITHOUT LINE WITHOUT LINE

BLOCKING DEPT. 1/2" 1/4" 1/8" 1/16"

REPRODUCTION 1/2" 1/4" 1/8" 1/16"

ETCHING DEPT. 1/2" 1/4" 1/8" 1/16"

CUT TO PICAS (see size)

PROOF

1/2" 1/4" 1/8" 1/16"

WITH LINE WITHOUT LINE WITHOUT LINE

PHOTO RETURNED TO PHOTO USED FOR



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. **D-2286**

ORDER NO. **61521** DATE **7-8-1932**

CUSTOMER **HANSWORTH CO.,  
CHICAGO, ILL.**

**5 M BOOK VIEW** SIZE **PAGE SIZE 11 1/8 x 9 1/2**

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **DRAWING PAGE NO. 2**

*(as per layout)*

RETOUCHING DEPARTMENT

Submit -- Sketch -- Layout -- Retouched Photo -- Wash Drawing  
Follow Layout

COLOR DESCRIPTION

DETT.

ETCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE **OFFSET BLACK  
(ON TISSUE STOCK)**

FRONT NO. **NONE** R.M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative - Line - Halftone - Combination  
Dry - Wet - Panoramic - Color Separation  
Transfer - Paper Process - New Process  
Stripping - White Border - Full Face  
Blue Print - Handcolor - Black & White Proof - Tinted - Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES

IMPERIALS

Extra  
Negatives  
Extra  
Stripping  
Size  
To Size  
Bubble  
Print  
Basen  
Plaster  
Reverse  
Color  
Ben Day

ZINC ETCHINGS

IMPERIALS

Extra  
Negatives  
Extra  
Stripping  
Size  
To Size  
Bubble  
Print  
Reverse  
Plaster  
Reverse  
Color  
Ben Day

SIZE: WIDTH: DEPT: SAME SIZE

SCREEN: 25 30 35 40 45 50 55 60 65 70 75 80

ETCHING DEPT: (SEE NOTE) (SEE NOTE)

FINISHING DEPT: (SEE NOTE) (SEE NOTE)

WITH LITHO WITH LITHO WITH LITHO

SIZE: WIDTH: DEPT: SAME SIZE

BLOCKING DEPT: (SEE NOTE) (SEE NOTE)

REVERSE DEPT: (SEE NOTE) (SEE NOTE)

CUT TO PICAS: size size

PROOFS

WITH LITHO WITH LITHO WITH LITHO

WITH LITHO WITH LITHO WITH LITHO

PHOTO RETURNED

TO

PHOTO USED FOR



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. **D-2287** ORDER NO. **61521** DATE **7-8-1932**

CUSTOMER **HANSWORTH CO.,**  
**CHICAGO, ILL.**

**5 M BOOK VIEW** SIZE PAGE SIZE **11 1/8 x 9 1/2**

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

**DRAWING PAGE NO. 3**  
*(as per layout)*

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

STYLE **OFFSET BLACK**  
**(ON TISSUE STOCK)**

FRONT NO. **NONE** R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

Photos for  
this Customer

PHOTO RETURNED  
TO

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination  
Dry — Wet — Panoramic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES  
DUPLICATES COLOR PLATES  
LINE & HALFTONE COMB. COLORED LINES  
Extra Negatives  
Extra Shipping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day  
ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negatives  
Extra Shipping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day

SIZE . . . . . WIDE . . . . . HIGH SAME SIZE  
SCREEN 55 60 65 100 110 120 133 150

ETCHING DEPT. PAINT ON BACK (SEE INSTRUCTIONS)

FINISHING DEPT. OFFSET (OVAL, CIRCLE, SQUARE, LIKE COPY, VIGNETTE, HORIZONTAL, WOODLINE, WITHOUT LINE, SPECIAL BORDER)

SIZE . . . . . WIDE . . . . . HIGH SAME SIZE  
BLOCKING DEPT. WOOD, METAL, ANGLE, SOLID METAL, FLUSH TOP, FLUSH BOTTOM, FLUSH SIDES, FLUSH ALL AROUND, UNMOUNTED WITH BEAKERS, CUT TO PICAS (see size)  
PROOFS  
FLAT, SHED, UNCOLORED, SPECIAL EFFECT  
ON WOOD, METAL

PHOTO USED FOR



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. **D-2288** ORDER NO. **61521** DATE **7-8-1932**

CUSTOMER **HANSWORTH CO.,  
CHICAGO, ILL.**

**5 M BOOK VIEW** SIZE **PAGE SIZE 11 1/8 x 9 1/2**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **DRAWING PAGE NO. 4**

*as per layout*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

COLOR DESCRIPTION

DEPT  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
1015 Customers

STYLE **OFFSET BLACK  
(ON TISSUE STOCK)**

FRONT NO. **NONE** R No Yes No  
2 M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT Customer C. T. Imprint No Imprint

PHOTO LITHO

NEG. NO.

Photograph each — Size 5x7 — 8x10 — 10x12  
Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge — or without hinge — Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Lin — Half-tone — Combination  
Dry — Wet — Panchromatic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
Blue Print — Handcolor — Black & White Proof — Titles — Red, Blue

ENGRAVING DEPARTMENT

HALFTONES — ZINC ETCHINGS —  
Extra Angles  
Extra Angles  
Extra Angles  
Strip To Size  
Double Proof  
Reverse Position  
Reverse Color  
Ben Day  
Extra Angles  
Extra Angles  
Strip To Size  
Double Proof  
Reverse Position  
Reverse Color  
Ben Day  
BLOCKING DEPT  
CUT TOPICS  
ETCHING DEPT  
FINISHING DEPT

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO



BLUE PRINT O.K.  
JUL 26 1932

A25

Label Bold  
on sticker

12M 500 517  
Lynette 42  
Ref 65

NO. 0-2289  
ORDER NO. 61575  
DATE 7-19-1932

SANDER BROS.,  
PEORIA, ILL.

12M 500 LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) INTERESTING VIEWS  
OF ILLINOIS

STATE FLOWER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

photo no 7828

COLOR DESCRIPTION

PUT A BUNCH OF ~~BRICKS~~ VIOLETS ON FRONT COVER.

NO. 0-2289  
ORDER NO. 61575  
DATE 7-19-1932

SANDER BROS.,  
PEORIA, ILL.

12M 500 LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PEACH ORCHARD IN BLOOM,  
SOUTHERN ILLINOIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT ~~NONE~~

MADE BY CURT TEICH & CO., INC. CHICAGO, U. S. A.

COLOR DESCRIPTION

USE PHOTO NO. 1A1729

DEADLINE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K.  
AUG 1 1932

CUSTOMER

DIAL NO. D-2290

ORDER NO. 61626

DATE 7-14-1932

DEPT.

DATE COMPLETED

CUSTOMER HOTEL MARYLAND,  
CHICAGO, ILL.

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

25 M FOLDERS

SIZE 16 1/4 X 11 FOLDED TO 8 1/8 X 3 5/8 STYLE TWO COLORS ON BOTH SIDES.

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL MARYLAND  
(ETC. AS PER LAYOUT)

FRONT NO. NONE R. M. ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
IMPRINT: LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2290

RETOUCHING DEPARTMENT

☒ Submit — Sketch ☒ Layout — Retouched Photo — Wash Drawing  
Follow Layout

FOR INSIDE OF FOLDER, AND BACK PAGE USE PAGES  
2, 3, & 4 OF LETTERHEAD NO. D-1690, MAKING CHANGES  
ON PAGE 4 AS MARKED ON LAYOUT ATTACHED.

COLOR DESCRIPTION

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line Half-tone — Combination  
Dry — Wet — Panchromatic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
☒ Blue Print ☒ Handcolor Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC CUTTING PLATES

LINE & HALFTONE COMB. COLOR ENGRAVING

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC CUTTINGS FROM COPIES

DUPLICATES ZINC CUTTING PLATES

LINE & HALFTONE COMB. COLOR ENGRAVING

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDTH — HEIGHT SAME SIZE

SCREEN 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE — GRASS — SHADOWS

SQUARE LINE — PT. — WITH LINE — WITHOUT LINE — SPECIAL BORDER

BLOCKING DEPT. WOOD — MARBLE — ANOTHER

SOLID METAL — FLUSH TO —

FLUSH SHIMS — FLUSH AT —

UNMOUNTED WITH BEARERS

CUT TO PICAS — see size

PROOFS

PHOTO PROPERTY OF C. T. & CO.

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



Kaufmann & Fabry Official Photographers

Comp R. 8.15  
825

2290  
DIAL No. D-2884 ORDER NO. 64919 DATE 3-31-1933 DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART DATE COMPLETED

CUSTOMER HOTEL MARYLAND, CHICAGO, ILLINOIS

25 M CIRCULARS SIZE 16 x 11 FOLDED TO 3 1/2 x 8 STYLE 2 COLORS ON BOTH SIDES

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL MARYLAND CHICAGO

FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT Customer C. T. Imprint No Imprint  
IMPRINT: LITHO BY CURT TEICH & CO., INC., CHICAGO, U.S.A.

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
Photograph each — Size 5x7 — 8x10 — 10x12  
Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge — or without hinge — Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 140  
Dry — Wet — Panromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT  
HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS  
Extra Negative Extra Stripping Ship To Size Double Print Reverse Position Reverse Color See Day  
ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negative Extra Stripping Ship To Size Double Print Reverse Position Reverse Color See Day  
BLOCKING DEPT WOOD — MORTISE — ANCHOR  
SOUND METAL — FLUSH TOP — FLUSH BOTTOM  
FLUSH SIDES — FLUSH ALL AROUND  
UNMOUNTED WITH REARERS  
CUT TO PICAS (see size)  
PROOFS  
FLAT — GOOD — INCOLORS — SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

COLOR DESCRIPTION  
Ship in small picture of hotel  
upper right corner also proof

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

PHOTO RETURNED TO

PHOTO USED FOR

RETURN PHOTO YES NO



BLUE PRINT O. K. *26*  
AUG 2 1932

*A 28*

*2 negatives 5x7*  
*Ref. 6 hr*

FRED HARVEY,  
KANSAS CITY, MO.

NO. D-2291  
ORDER NO. *61416*  
~~61417~~

DATE 7-18-1932

6 M LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) SCENES ALONG THE GRAND  
CANYON NATIONAL PARK RIM DRIVE  
FRONT- INDIAN WATCHTOWER  
(C) FRED HARVEY

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NONE R. M. YES  
IMPRINT NONE

COLOR DESCRIPTION

SEE SKETCH ATTACHED. *by*

*offsets made*  
*July 25, 1932*  
*no further*  
*from them*

FRED HARVEY,  
KANSAS CITY, MO.

NO. D-2291  
ORDER NO. 61416

DATE 7-18-1932

6 M LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) HERMIT'S REST

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NONE R. M. YES  
IMPRINT NONE

COLOR DESCRIPTION

SEE SKETCH ATTACHED. MAKE VIEW COVER ENTIRE BACK OF COVER, NO  
BORDER.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



RETURN PHOTO	YES	NO	
			PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. **D-2292** ORDER NO. **61645** DATE **7-18-1932**

CUSTOMER **H.P. HOOD & SONS,**  
**CHARLESTOWN, MASS.**

25 MCIRC.

SIZE  $4\frac{3}{4}$  X  $19\frac{3}{4}$  Folded to  $4\frac{3}{4}$  X  $6\frac{5}{8}$

STYLE ARTGRAVURE GREEN

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate	Yes	No	Copyright in Plate	Yes	No
----------------	-----	----	--------------------	-----	----

Title in full    **HOOD'S CERTIFIED MILK**  
                           **(ETC. AS PER LAYOUT)**

IN PLATE, SMALL TYPE, ON 1ST PAGE:

CURTISS WRIGHT FLYING SERVICE, INC. AERIAL  
SURVEY DIVISION  
RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED. ON INSIDE OF FOLDER  
USE NEGATIVES FROM D-1899. TAKE OUT SKETCHES  
AS MARKED ON LAYOUT, ALSO CHANGE STYLE OF  
TYPE ON HEADLINE.

Use photo from D-1899

### COLOR DESCRIPTION

DEPT.	DATE COMPLETED
RETOUCHING	
ENGRAVING	
PHOTO LITHO	
COMPOSING	
LITHO ART	

DATE COMPLETED \_\_\_\_\_

Photos for  
this Customer

(All of this on address side)

FRONT NO. <b>NONE</b>	R. M.	Yes	No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front			
Trade Mark	Yes	No	Special type as sample
IMPRINT: Customer	C. T. Imprint		No Imprint

IMPRINT: NONE D-2292

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12 \_\_\_\_\_  
 \_\_\_\_\_ Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY \_\_\_\_\_  
 Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted \_\_\_\_\_  
 See Salesman, Customer, or Sample for Position, Office \_\_\_\_\_  
 DELIVER \_\_\_\_\_ Straighten Photo \_\_\_\_\_  
 Negative - Line - Halftone - Combination. \_\_\_\_\_ = 120  
 Dry - Wet - Pancromatic - Color Separation. \_\_\_\_\_ = 133  
 Transfer - Paper Process - New Process. \_\_\_\_\_ = 150  
 Stripping - White Border - Full Face. \_\_\_\_\_ = 175  
 Blue Print - Handcolor - Black & White Proof, Titles - Red, Blue \_\_\_\_\_

ENGRAVING DEPARTMENT

HALFTONES FROM \_\_\_\_\_ COPIES

--DUPLICATES-----ZINC COLOR PLATES

LINE &amp; HALFTONE COMB. \_\_\_\_ COLOR PROCESS \_\_\_\_

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH \_\_\_\_\_ SAME SIZE \_\_\_\_\_  
SCREEN 55 - 60 85 - 100 - 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. ☐ OUTLINE ☐ OVAL ☐ CIRCLE  
☐ SQUARE ☐ LIKE COPY ☐ VIGNETTE ☐ HIGHLIGHT  
☐ WITH LINE ☐ WITHOUT LINE ☐ SPECIAL BORDER

ZINC ETCHINGS FROM COPIES OF THE ORIGINALS IN THE COLLECTION OF THE MUSEUM OF THE CITY OF LONDON.

Extra Negatives	Extra Slipping	Strip To Size	Double Print	Reverse Position	Reverse Color	300 Day
--------------------	-------------------	------------------	-----------------	---------------------	------------------	---------

BLOCKING DEPT WOOD MORTISE - ANGLE  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

## PROOFS

PHOTO RETURNED

10

PHOTO USED FOR

# DEADLINE



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. **D-2293**

ORDER NO. 60538

DATE 5-3-1932

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER COLONIA, INC. TEA ROOM,  
NEW YORK, N.Y.

6 M PC SIZE 3 1/2 X 5 1/2

STYLE

ARTGRAVURE Brown  
AMERICAN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border -- Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Title in full COLONIA, INC. TEA ROOM - 379 - 5TH AVENUE

Mark Yes No

Special type as sample

BETWEEN 35th & 36th ST. NEW YORK

IMPRINT CUSTOMER C. T. Imprint No Imprint

IMPRINT: ~~ARTGRAVURE~~

(THE WORD "INC." IS TO BE IN VERY SMALL TYPE)

RETOUCHING DEPARTMENT

Submit -- Sketch -- Layout -- Retouched Photo -- Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

SEE INSTRUCTIONS ATTACHED.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative -- Line -- Half-tone -- Combination

Dry -- Wet -- Panchromatic -- Color Separation

Transfer -- Paper Process -- New Process

Stripping -- White Border -- Full Face

Blue Print Handcolor Black & White Proof Titles -- Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC ETCHINGS FROM COPIES

DUPLICATES ZINC COLOR PLATES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE 3 3/16 X 5 3/16

SCREEN 55 60 65 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE  
SQUARE LIKE COPY SIGNATURE HIGHLIGHT  
WITH LINE WITHOUT LINE SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD MORTISE ANCHOR  
SOLID METAL FLUSH TOP FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH DEARERS  
CUT TO PICAS (see size)

PROOFS

PLAT GOOD INCHES METAL SIZE  
ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR



BLUE PRINT O. K. <sup>25</sup>

AUG 3 1932

A 18

Layout 6 1/2  
Pet 3

PHILIPPINE EDUCATION CO., INC., MANILA, <del>PHIL</del> P.I.		NO. D-2294 ✓
		ORDER NO. 61743
		DATE 7-26-1932
12 M 500 BOOKLET COVERS SIZE 14 7-8 X 3 1-2 FRONT		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE R. M. YES	
TITLE (IN FULL) MANILA 2 AND THE PHILIPPINE ISLANDS:	IMPRINT SAME AS ABOVE	
SUNSET, <del>PHILIPPINE ISLANDS</del> . ON MANILA BAY		
COLOR DESCRIPTION		
USE PHOTO NO. 91243: COLOR SAME AS SAMPLE ATTACHED. SKY PURPLE AND GOLD, WATERS SILENT.		
PHILIPPINE EDUCATION CO., MANILA, P.I.		NO. D-2294
		ORDER NO. 61743
		DATE 7-26-1932
12 M 500 BOOKLET COVERS SIZE 14 7-8 X 3 1-2 BACK		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE R. M. YES	
TITLE (IN FULL) <del>JONES BRIDGE AND NEW</del> <del>POST OFFICE</del> Manila New Post Office from Pasig River.	IMPRINT MADE BY CURT TEICH & CO., INC., CHICAGO, U.S.A.	
COLOR DESCRIPTION		
USE PHOTO NO. <sup>D1829</sup> <del>1113</del> : COLOR SAME AS 2A- <sup>449</sup> <del>1113</del> .		
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

DEADLINE

7  
X



BLUE PRINT O. K.  
AUG 5 1932

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL NO. D-2295 ORDER NO. 61744 DATE 7-28-1932

CUSTOMER THE MURPHY MILES OIL CO.  
CHICAGO, ILL.

25 M MEMO PAD COVERS SIZE 8 1/2 X 2 1/4

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE MURPHY MILES OIL CO.  
(ETC. AS PER LAYOUT)

#### RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

SEE SKETCH.

#### COLOR DESCRIPTION

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE OFFSET

FRONT NO. NONE (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample.  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

#### ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROOFS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD MORTISE ANCHOR  
SOLID METAL FLUSH TOP FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

#### PROOFS

TEXT GOOD IN COLORS SPECIAL SEEN  
ELECTROTYPE EACH OF  
ON WOOD METAL

SIZE — WIDE — HIGH SAME SIZE  
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL CIRCLE  
SQUARE LIKE COPY VIGNETTE - HIGHLIGHT  
WITH LINE WITHOUT LINE SPECIAL BORDER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE



BLUE PRINT O. K. <sup>25</sup>  
AUG 9 1932

1  
2

✓ NO. # D-2296  
ORDER NO. 61731  
DATE 7-26-1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.  
<sup>PLATIN.</sup>

I M C.T. PHOTO-~~GRAPH~~ BLACK - WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FAITH REFORMED CHURCH,  
STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O.K. <sup>25</sup>  
AUG 9 1932

1  
2


THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

✓ NO. D-2297

ORDER NO. 61731

DATE 7-26-1932

1 M C.T. PHOTO-S ~~STATE~~ POST CARDS - BLACK. WHITE BORDER  
PLATIN

(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER. ✓	FRONT NO. 1 R. M. NO
TITLE (IN FULL) LOOKING TOWARD STATE COLLEGE, PA. FROM PINE GROVE MOUNTAIN	IMPRINT SAME AS ABOVE
	

COLOR DESCRIPTION  
SHOW DISTANCE CLEAR. SHOW TWO WIRE CABLES THROUGH FENCE POSTS.  
DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. UT IN SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

2



BLUE PRINT O. K.  
AUG 9 1932

28

1/4

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

PLATIN.

NO. ☒ 9-2298

ORDER NO. 61731

DATE 7-26-1932

1 M C.T. PHOTO-CUTOUT BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) INFIRMARY, PENNSYLVANIA  
STATE COLLEGE, STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. *DS*  
AUG 9 1932

*1*  
*2*

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

✓ NO. *X D-2299*

ORDER NO. 61731

DATE 7-26-1932

*PLATIN*  
1 M C.T. PHOTO ~~GRAPH~~ BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO

TITLE (IN FULL) MAIN ENGINEERING  
BUILDING, PENNSYLVANIA STATE  
COLLEGE, STATE COLLEGE, PA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION  
DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O.K. *JB*

AUG 9 1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

NO. *D*-2300

ORDER NO. 61731

DATE 7-26-1932

*PLATIN*  
I M C&T. PHOTO-~~GRAPH~~ BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OPEN AIR XE THEATRE,  
PENNSYLVANIA STATE COLLEGE, STATE  
COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. <sup>25</sup>  
AUG 9 1932

$\frac{1}{2}$

✓ NO. ~~D~~-2301  
ORDER NO. 61731  
DATE 7-26-1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

1 M ~~Oct. PHOTO-CARD~~ <sup>PLATIN</sup> BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.  
TITLE (IN FULL) MINERAL INDUSTRIES  
BUILDING, PENNSYLVANIA STATE  
COLLEGE, STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

REMOVE BARE SPOTS ON LAWN ON RIGHT. DO NOT DO ANY MORE RETOUCHING  
THAN NECESSARY. PUT IN SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K.  
AUG 9 1932

1  
2

✓ NO. D-2302.

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

ORDER NO. 61731  
DATE 7-26-1932

PLATIN  
1 M CAT. PHOTO-~~ENTIRE~~ BLACK POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SEVEN MOUNTAINS NEAR  
STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION  
SHOW STATE HIGHWAY ON REAR LEFT. ~~XXXXX~~ DO NOT DO ANY MORE  
RETOUCHING THAN NECESSARY. PUT IN SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K.  
AUG 9 1932

215

✓

NO. *h*-2303.

ORDER NO. 61731

DATE 7-26-1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

*PLAIN*

**I M C.T. PHOTO-GRAPHIC BLACK POST CARDS, WHITE BORDER**

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER</u> LOWER, CENTER - BORDER.		FRONT NO. <b>I</b>	R. M. <b>NO</b>
TITLE (IN FULL) DELTA SIGMA PHI, PENNSYLVANIA STATE COLLEGE, STATE COLLEGE, PA.		IMPRINT	SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY.

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET



BLUE PRINT O. K.  
AUG 9 1932

25

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

✓ NO. D-2304

ORDER NO. 61731

DATE 7-26-1932

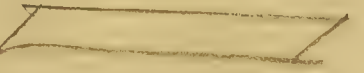
PLATIN  
1 M O.T. PHOTO-CARD RE BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SIGMA CHI, PENNSYLVANIA  
STATE COLLEGE, STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE



COLOR DESCRIPTION  
DO NOT DO ANY MORE RETOUCHING THAN XEROX NECESSARY. PUT IN SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. 25  
AUG 9 1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

✓ NO. D-2305

ORDER NO. 61731

DATE 7-26-1932

<sup>PLATIN</sup>  
1 M C.T. PHOTO-CRATON BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) ALPHA CHI SIGMA,  
PENNSYLVANIA STATE COLLEGE,  
STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. <sup>26</sup>  
AUG 9 1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

NO. 4-2306

ORDER NO. 61731

DATE 7-26-1932

PLATIN.  
1 M C.T. PHOTO-ENGRAVE BLACK POST CARDS, XXIX WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) LAMBDA CHI ALPHA,  
PENNSYLVANIA STATE COLLEGE,  
STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION  
DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT XX IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

1/4

2



BLUE PRINT O. K. *DB*  
AUG 9 1932

*1/2*

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

✓ NO. *D-2307*

ORDER NO. 61731

DATE 7-26-1932

*PLATIN*  
1 M C.T. PHOTO-GRAPHIC BLACK POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) SIGMA PHI ESPILON,  
PENNSYLVANIA STATE COLLEGE,  
STATE COLLEGE, PA.

IMPRINT SAME AS ABOVE



COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. 25  
AUG 9 1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

NO. 2-2308

ORDER NO. 61731

DATE 7-25-1932

I M

PLATIN  
C.T. PHOTO-GRAPHS BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

ALPHA SIGMA PHI,  
PENNSYLVANIA STATE COLLEGE,  
STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY, ~~REXXEXXEX~~  
PUT IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. <sup>215</sup>  
AUG 9 1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

✓ NO. <sup>1</sup>2309

ORDER NO.  
61731

DATE 7-26-1932

1 M

<sup>PLATIN</sup>  
C.T. PHOTO-GRAPHIC BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NO

TITLE (IN FULL) MT. NITTANY, STATE  
COLLEGE, PA.

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. *JS*  
AUG 9 1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

✓ NO. *D-2310*

ORDER NO. 61731

DATE 7-26-1932

*PLATIN*  
1 M C.T. PHOTO ~~ENTIRE~~ BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. *D*

R. M.

NO

TITLE (IN FULL)

OLD MAIN, PENNSYLVANIA  
STATE COLLEGE, STATE COLLEGE, PA.

IMPRINT

SAME AS ABOVE



COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. <sup>25</sup>  
AUG 9 1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

NO. <sup>✓</sup> 2311

ORDER NO. 61731

DATE 7-26-1932

1 M C.T. PHOTO-<sup>PLATIN</sup>~~GRAPH~~ BLACK POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BETA SIGMA RHO,  
PENNSYLVANIA STATE COLLEGE,  
STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. *JB*  
AUG 9 1932

✓ NO. *D*-2312

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

ORDER NO. 61731  
DATE 7-26-1932

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I M C.T. PHOTO-~~GRAPH~~ BLACK POST CARDS WHITE BORDER

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(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.	FRONT NO. 1 R. M. NO
TITLE (IN FULL) RECREATION HALL, PENNSYLVANIA STATE COLLEGE, STATE COLLEGE, PA.	IMPRINT SAME AS ABOVE

---

COLOR DESCRIPTION  
DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

---

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co.—	CUSTOMER		

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K.  
AUG 9 1932

25

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

NO. D-2313.

ORDER NO. 61731

DATE 7-26-1932

M C.T. XXXX PHOTO-GRAPHIC BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

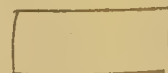
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) PHI DELTA THETA,  
PENNSYLVANIA STATE COLLEGE,  
STATE COLLEGE, PA.

IMPRINT SAME AS ABOVE



COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K.  
AUG 9 1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

NO. D-2314

ORDER NO. 61731

DATE 7-26-1932

PLATIN  
M C.T. PHOTO-GRAPHIC BLACK POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CREAMERY BUILDING,  
PENNSYLVANIA STATE COLLEGE,  
STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

REMOVE POLE & WIRE CABLE. REMOVE BARE SPOTS ON LAWN IN FOREGROUND  
DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K.  
AUG 9 1932

75

NO. D-2315

ORDER NO. 61731

DATE 7-26-1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

PLATIN

M C.T. PHOTO-~~GRAPH~~ BLACK POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) ARMORY, PENNSYLVANIA  
STATE COLLEGE, STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION  
DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. <sup>25</sup>  
AUG 9 1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

✓ NO. D-2316

ORDER NO. 61731

DATE 7-26-1932

PLATIN.  
1 M C.T. PHOTO-GRAPHIC BLACK POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) NITTANY LION INN,  
STATE COLLEGE, PA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHINGXX THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. <sup>2B</sup>  
AUG 9 1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

NO. <sup>✓</sup> D-2317

ORDER NO. 61731

DATE 7-26-1932

<sup>PLATIN</sup>  
1 M C.T. PHOTO-~~GRAPH~~ BLACK POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

DELTA CHI, PENNSYLVANIA  
STATE COLLEGE, STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY, PUT IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. *2B*  
AUG 9 1932

*1/2*

THE ATHLETIC STORE, INC. *X*  
STATE COLLEGE, PA.

NO. *D-2318*

ORDER NO. *6171*

DATE *7-26-1932*

*PLATIN*  
1 MC.T. PHOTO-~~GRAPH~~ BLACK POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

NO

PHI KAPPA SIGMA,  
PENNSYLVANIA STATE COLLEGE, STATE  
COLLEGE, PA:

SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET



BLUE PRINT O. K. *JS*  
AUG 9 1932

*1*  
*2*

✓ NO. *D*-2319

ORDER NO. 61731

DATE 7-26-1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

*PLATIN*  
1 M C.T. PHOTO-~~GRAPH~~URE BLACK POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. *1*

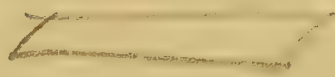
R. M.

NO

TITLE (IN FULL) CHI UPSILON, PENNSYLVANIA  
STATE COLLEGE, STATE COLLEGE, PA.

IMPRINT

SAME AS ABOVE



COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O.K. 25  
AUG 9 1937

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

✓ NO. D-2320

ORDER NO. 61731

DATE 7-26-1932

I M C.T. PHOTO- <sup>PLATIN</sup> <del>GRAPH</del> BLACK POST CARDS, WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1 R. M. NO
TITLE (IN FULL) PHI SIGMA KAPPA FRATERNITY, PENNSYLVANIA STATE COLLEGE, STATE COLLEGE, PA.	IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. REMOVE DARK SKY AND  
PUT IN LIGHT SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. <sup>25</sup>  
AUG 9 1932

XN THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

✓ NO. D-2321

ORDER NO. 61731

DATE 7-26-1932

<sup>PLATIN</sup>  
I C.T. PHOTO-~~GRAPH~~ BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) CENTRE HILLS COUNTRY  
EXCURSION CLUB AND MT. NITTANY,  
STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



25  
LARGE PRINT O. K.  
AUG 9 1932

THE ATHLETIC STORE, INC.,  
STATE COLLEGE, PA.

NO. 9-2222.

ORDER NO. 61731

DATE 7-26-1932

PLATIN  
1 M PHOTO-GRAYE BLACK POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) HIGH AY NEAR STATE  
COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DO NOT DO ANY MORE RETOUCHING THAN NECESSARY. PUT IN SKY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. *JB*  
AUG 16 1932

2 1/2

W.B. KEELER BOOK STORE, STATE COLLEGE, PA.		NO. <i>✓</i> D-2323
		ORDER NO. 61894
		DATE 8-11-1932
7 M ARTGRAVURE GROWN POST CARDS - WHITE BORDER		
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. NO
TITLE (IN FULL) OLD MAIN AT NIGHT, PENNA. STATE COLLEGE, STATE COLLEGE, PA.	IMPRINT SAME AS ABOVE	
<div style="border: 1px solid black; width: 100px; height: 30px; margin: 10px auto;"></div>		
COLOR DESCRIPTION		
SHOW OUTLINE OF BLDG. SHARP. LEAVE LIGHT EFFECT AS SHOWN ON PHOTO.		
SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

19

DEADLINE

TX



BLUE PRINT O.K. *JS*  
AUG 16 1932

W.B. KEELER BOOK STORE,  
STATE COLLEGE, PA.

✓ NO. 0-2324

ORDER NO. 61894

DATE 8-11-1932

7 M ARTGRAVURE BROWN POST CARDS - WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL) MOUNTAIN VIEW NEAR  
STATE COLLEGE, PA.

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

SHOW MOUNTAINS CLEAR IN REAR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BLUE PRINT, O. K.

AUG 16 1932

W.B. KEELER BOOK STORE  
STATE COLLEGE, PA.

NO. D-2325

ORDER NO. 61894

DATE 11-1-1932

7 M ARTGRAVURE BROWN POST CARDS - WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CREAMERY BUILDING AND  
HORTICULTURAL GARDENS,  
PENNA. STATE COLLEGE, STATE COLLEGE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

MAKE BLDG. SHOW PLUMB OR STRAIGHT ON RIGHT EDGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



RAVENSWOOD ART CO. INC.,  
CHICAGO, ILL.

NOD-2326

ORDER NO 61928

DATE 8-15-1932

12 M 500 VIEW CARD SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ~~NO TITLE~~

*Merchandise Mart and  
Skyscrapers, Chicago*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M. NONE

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 1A2684. COLOR SAME AS 1A2684

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.  
AUG 29 1932



BLUE PRINT O. K. *25*  
AUG 25 1932

*A4 1/2*

RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

✓ NO. D-2327

ORDER NO. 61928

DATE *8-11-1932*

*12* <sup>M</sup> 500 VIEW CARDS SIZE 2 X 3 1-2  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NO

TITLE (IN FULL) MERCHANDISE MART, CHICAGO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. OA3286, COLOR SAME AS OA3286

*In lower left corner, photo OA3286, retouch in  
hedge, etc. as shown on photo attached.*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



1/2

RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

✓ NO. D-2328

ORDER NO. 61928

DATE 6-16-1932

12 M500 VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NONE

TITLE (IN FULL) TRAVEL AND TRANSPORTATION  
BUILDING ~~CHICAGO~~ CHICAGO WORLD'S FAIR  
1933

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 1A2691. COLOR SAME AS 1A2691

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.  
AUG 29 1932

10



RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

✓ NO. D-2329

ORDER NO. 61928

DATE 8-15-1932

12 M500 VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ADMINISTRATION BUILDING

CHICAGO WORLD'S FAIR 1933

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO 1A2687. COLOR SAME AS 1A2687

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *2/5*

AUG 25 1932

*4 1/2*

*87*  
*1/2*

*14*



3

RAVENSTOOD ART CO., INC.,  
CHICAGO, ILL.

✓ NO. D-2330  
ORDER NO. 61928  
DATE 8-15-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NONE R. M. NO

TITLE (IN FULL) HALL OF SCIENCE,  
CHICAGO WORLD'S FAIR 1933

IMPRINT NONE

COLOR DESCRIPTION

*For colors see 142789 + 2A885*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.  
AUG 25 1932

19



RAVENSWOOD ART CO., INC.  
3960 N. HE MITAGE,  
CHICAGO, ILL.

NO. D-2331

ORDER NO. 61928

DATE 8-15-1932

6 M VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STATE CAPITOL,  
INDIANAPOLIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NCNE R. M. NCNE

IMPRINT NCNE

COLOR DESCRIPTION

USE PHOTO NO. A-9227. COLOR SAME AS A-9227.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.  
AUG 25 1932

A4 1/2



1 1/2

RAVENSWOOD ART CO. INC.,  
CHICAGO, ILL.

NO. D-2332

ORDER NO. 61928

DATE 8-15-1932

6 MVIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NO

TITLE (IN FULL) SOLDIERS' AND SAILORS'

IMPRINT NONE

MONUMENT, INDIANAPOLIS

COLOR DESCRIPTION

USE PHOTO NO. 2838-30. COLOR SAME AS 2838-30.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.  
AUG 25 1932

A 5 1/2



1  
2

RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

✓ NO. D-2333

ORDER NO. 61928

DATE 8-15-1932

6 M VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WORLD WAR MEMORIAL  
PLAZE, INDIANAPOLIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 0A3070. COLOR SAME AS 0A3070.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. 25  
AUG 25 1932

A4

2



1/2

RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

✓ NO. 0-2334

ORDER NO. 61928

DATE 8-15-1932

6 MVIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WAR MEMORIAL AND PLAZA,  
BALTIMORE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M. NO.

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 0A4395. COLOR SAME AS 0A4395.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO.  
PHOTO TICKET

BLUE PRINT O. K. *JB*  
AUG 25 1932

2



RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

✓ NO. D-2335

ORDER NO. 61928

DATE 8-15-1932

6 M VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WASHINGTON MONUMENT,  
MT. VERNON PLACE,  
BALTIMORE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 2538-29. COLOR SAME AS 2538-29

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. 25  
AUG 25 1932

A5

22



RAVENSWOOD ART CO. INC.,  
CHICAGO, ILL.

NO. D-2336

ORDER NO. 61928

DATE 8-15-1932

6 M VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CITY HALL, MUNICIPAL  
OFFICE BUILDING AND MEMORIAL  
PLAZA, BALTIMORE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 121253, COLOR SAME AS 121253

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.  
AUG 25 1932



RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

NO. D-2337

ORDER NO. 61928

DATE 8-15-1932

6 M VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NO

TITLE (IN FULL) UNION TERMINAL TOWER  
AND PUBLIC SQUARE, CLEVELAND

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO 1A3118, COLOR SAME AS 1A3118

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

A43  
BLUE PRINT O. K.  
AUG 25 1932



BLUE PRINT O. K. *2B*  
AUG 25 1932

*A 5 1/2*

*2*

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2338

ORDER NO. 61928

DATE 8-15-1932

6 MVIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NO

TITLE (IN FULL) NEW MUNICIPAL STADIUM  
AND CLEVELAND SKYLINE

IMPRINT NONE

*(C) in plate*

COLOR DESCRIPTION

USE PHOTO NO. 1A-1980. COLOR SAME AS 1A1980. PUT IN ROAD AND  
WHITE FENCE AS PER CARD ATTACHED

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.

*yes - to Mrs. Leising*  
B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*10*



RAVENSWOOD ART CO. INC.,  
CHICAGO, ILL.

NOD-2339

ORDER NO 61928

DATE 8-15-1932

6 MET CARDS 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FOUNTAIN AND MUSEUM OF  
ART, CLEVELAND

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NONE

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 5223-29. COLOR SAME AS 5223-29

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.

AUG 25 1932

A 4 1/2

100  
215

Complete



1 1/2

RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

NO. 0-2340

ORDER NO. 61928

DATE 8-15-1932

6 M VIE CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) ST. PETERSBURG, FLA.  
FROM TAMPA BAY

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO  
IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 121441. COLOR SAME AS 121441

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *DB*  
AUG 25 1932

*A 5 1/2*

5



12

RAVENSWOOD ART CO. INC.,  
CHICAGO, ILL.

✓ NO. 2341

ORDER NO. 61928

DATE 8-15-1932

6 M VIEW CARDS SIZE 2 X 3 1-3

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NO

TITLE (IN FULL) RECREATION PIER,

IMPRINT NONE

ST. PETERSBURG, FLA.

COLOR DESCRIPTION

USE PHOTO NO. 2681-30. COLOR SAME AS 2681-30

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. 26  
AUG 25 1932

A 5 1/2



1/4

RAVENSWOOD ART CO. INC.,  
CHICAGO, ILL.

NO. D-2342

ORDER NO. 61928

DATE 8-15-1932

A5 1/2

6 M VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NO

TITLE (IN FULL) BISCAYNE BOULEVARD,

IMPRINT NONE

MIAMI, FLA.

COLOR DESCRIPTION

USE PHOTO NO. 2A-H386. COLOR SAME AS 2A-H 386

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. 215  
AUG 25 1932

2



1/4

RAVENSWOOD ART CO. INC.,  
CHICAGO, ILL.

NO. D-2343

ORDER NO. 61928

DATE 8-15-1932

6 M VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NO

TITLE (IN FULL) MIAMI SKYLINE AT NIGHT

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO 2A-H387. COLOR SAME AS 2A-H387

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.

AUG 25 1932

A5

26

2



2

RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

NO. 0-2344

ORDER NO. 61928

DATE 8-15-1932

6 M VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LINDELL BOULEVARD,  
ST. LOUIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 112253. COLOR SAME AS 112253

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. 215  
AUG 25 1932

10



3

RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

✓ NO. D-2345

ORDER NO. 61928

DATE 8-15-1932

6 M12W CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SUNKEN GARDENS AND

PUBLIC LIBRARY, ST. LOUIS



(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 50-71322. COLOR SAME AS 50-71322

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.

AUG 25 1932

A5

14



BLUE PRINT O. K. *25*  
SEP 2 1932

*A 5 1/2*

RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

NO. D-2346 ✓

ORDER NO. 61928

DATE 6-15-1932

6 M VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AEROPLANE VIEW OF

BUSINESS SECTION, ST. LOUIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. ~~89227~~. COLOR SAME AS 89227

*new Photo.*

*ret. 7/28/32 ✓*

*Return Photo to - St. Louis News  
Service 511 Locust St., St. Louis, Mo.*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. *yes*

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. *26*  
AUG 25 1932

*152*

RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

✓ NO. D-2347

ORDER NO. 61928

DATE 8-15-1932

12 M 500 VIEW CARDS SIZE 2 x 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NO

TITLE (IN FULL) NO TITLE

IMPRINT NONE

COLOR DESCRIPTION

*Photo to Teich  
12/14/34*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

NO. D-2348

ORDER NO. 51228

DATE 8-15-1932

12 M 500 VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NO TITLE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

PINK IVY GERANIUMS AT BASE OF PALM. TRUNKS OF TREES BROWN  
GREEN HEDGE ON RIGHT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.

AUG 25 1932

Photo to Teich  
12/14/32



1 1/2

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2349

ORDER NO. 61928

DATE 8-13-32

12 M500 VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NO TITLE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

~~OLD TILE. OLD PLASTER.~~

old tile bricks on base of wall. Old Plaster on top  
Fountain in center.

Photo to Gussing

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

12/14/32 RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.

AUG 25 1932

Fl. 1/2

15 1/2

DB



BLUE PRINT O. K.  
AUG 31 1932

PAK  
S.C.  
C.O.  
B.P.

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

DIAL No. **D-2350** ORDER NO. **61841** DATE **8-5-1932**

CUSTOMER **WALTER P. POWERS,  
CHICAGO, ILL.**

**50** M **CIRCULARS** SIZE **6 7/8 X 14**

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **POWERS PRODUCTS**  
**(ETC. AS PER LAYOUT)**

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

USE PHOTOS NOS. **D-1667** & PHOTO OF **XXX** TEA BOX  
FROM **EXD-2033**

COLOR DESCRIPTION

8-5-1932

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE **COLORED OFFSET**

FRONT NO. **NONE** R. M. ☒ Yes ☐ No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

**IMPRINT. LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2350**

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives **MATTE** or **GLOSSY**  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Panchromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
**Blue Print** — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM _____ COPIES _____										ZINC ETCHINGS FROM _____ COPIES _____									
DUPLICATES _____ ZINC COLOR PLATES _____										DUPLICATES _____ COLOR PLATES _____									
LINE & HALFTONE COMB. _____ COLOR PROCESS _____										DUPLICATES _____ COLOR PLATES _____									
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day						
SIZE _____ WIDE _____ HIGH _____ SAME SIZE _____																			
BLOCKING DEPT. WOOD, METAL, AND HOP SOLID METAL, RUBBER, PAPER, PLYWOOD, BOTTOM FLUSH SIDES, FLUSH ALL AROUND UNMOUNTED WITH BEAKERS CUT TO PICAS (see size)																			
ETCHING DEPT. FAINT IN BACKGROUND, SOLID																			
FINISHING DEPT. GUMMING, OVAL, CIRCLE SQUARE, LIKE COPY, VIGNETTE, HIGHLIGHT WITH LINE, WITHOUT LINE, SPECIAL BORDER																			
PROOFS FLAT, GORE, IN COLOR, SPECIAL STOCK ELECTROTYPES EACH CO. ON WOOD, METAL																			

PHOTO RETURNED

TO

PHOTO USED FOR

for  
1-7.50  
Comp 8.00



BLUE PRINT O.K.  
SEP 7 1932

CUSTOMER  
PHOTO PROPERTY OF C. T. & CO.  
RETURN PHOTO  
YES  
NO

DIAL No. D-2351 ORDER NO. 61854 DATE 8-9- 1932

CUSTOMER  
CAFE MONACO,  
CLEVELAND, OHIO.

6 M P.C. SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full  
NO TITLE

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

COLOR DESCRIPTION

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE PHOTO FLATIN  
WHITE BORDER

FRONT NO. 5  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination  
Dry — Wet — Panromatic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES										ZINC ETCHINGS FROM COPIES									
DUPLICATES										DUPLICATES									
LINE & HALFTONE COMB. COLOR PROCESS										COLOR PLATES									
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color
SIZE WIDE HIGH SAME SIZE										SIZE WIDE HIGH SAME SIZE									
SCREEN 55 60 85 100 110 120 133 150										BLOCKING DEPT WOOD MORTISE ANCHOR SOLID METAL FLUSH TOP FLUSH BOTTOM FLUSH SIDES FLUSH ALL AROUND UNMOUNTED WITH BEARERS CUT TO PICAS (see size)									
ETCHING DEPT PAINT IN BACKGROUND SOLID										PROOFS FLAT GOOD IN COLORS SPECIAL STOCK ELECTROTYPE EACH CO. ON WOOD METAL									
FINISHING DEPT OUTLINE OVAL CIRCLE SQUARE LIKE COPY VIGNETTE HIGHLIGHT WITH LINE WITHOUT LINE SPECIAL BORDER																			

PHOTO RETURNED  
TO  
PHOTO USED FOR



RAVENSWOOD ART CO., INC.,  
CHICAGO, ILL.

✓ NO-2352

ORDER NO. 51928

DATE 8-15-1932

6 M VIEW CARDS SIZE 2 X 3 1-2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NONE

TITLE (IN FULL) MIAMI FROM BAY FRONT  
PARK

IMPRINT NONE

© in plate

COLOR DESCRIPTION

CUT OFF AS MARKED

*Large Photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. 25  
AUG 21 1932



BLUE PRINT O. K. E.V.  
Aug 23 1932

A28

Layout 6  
Ret. 2

✓ NO. D-2353  
ORDER NO. 61903  
DATE 8-15-1932

WOLVERINE NEWS CO.,  
DETROIT, MICH.

25 M LARGE FOLDER COVER FRONT  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE R. M. YES
TITLE (IN FULL) SOUVENIR OF DETROIT, MICHIGAN  DAVID STOTT BUILDING AND GRISWOLD STREET	IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 4694-29.

*Submit Blueprint to customer!*

NO. D-2353  
ORDER NO. 61903  
DATE 8-16-1932

WOLVERINE NEWS CO.,  
DETROIT, MICH.

25 M LARGE FOLDER COVER BACK  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE R. M. YES
TITLE (IN FULL) GRAND CIRCUS PARK, SHOWING WHITNEY BUILDING, STATLER AND TULLER HOTELS	IMPRINT MADE BY CURT TEICH & CO., INC., CHICAGO, U.S.A.

COLOR DESCRIPTION

USE PHOTO NO. 111540.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O.K.

AUG 26 1932

UNIVERSITY BOOK STORE,  
WESTERVILLE, OHIO.

NO. D-2354

ORDER NO. 61966

DATE 8-17-1932

I M

POST CARDS

C.T. PHOTO PLATIN

BLACK

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) ALUMNAL GYMNASIUM,  
OTTERBEIN COLLEGE, WESTERVILLE,  
OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

ret. 8/31/32

yes











BLUE PRINT O.K.  
AUG 26 1932

KING'S DRUG STORE,  
ANTIOCH, ILL.

NO. 0-2357

ORDER NO. 61996

DATE 8-19-1932

1 M PHOTO-PLATIN POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) CATHOLIC CHURCH,  
ANTIOCH, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT NONE

Photo in 0B309

COLOR DESCRIPTION

X TAKE OUT ELECTRIC WIRES AND POST.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. 25  
AUG 26 1932

KING'S DRUG STORE,  
ANTIOCH, ILL.

NO. 0-2356

ORDER NO. 61996

DATE 8-19-1932

M PHOTO-PLATIN POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

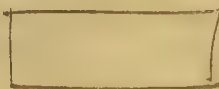
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) MAYOR CERMAK'S HOME  
NEAR ANTIOCH, ILL.

IMPRINT NONE



COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

3/4

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X



RETURN PHOTO	YES	NO
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RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. D-2360 ORDER NO. 62008 DATE 8-22-1932

CUSTOMER JAQUES MFG. CO.,  
CHICAGO, ILL.

750 M FOLDERS SIZE  $6\frac{1}{4} \times 9\frac{1}{2}$  FOLDED TO  $3\frac{3}{16} \times 6\frac{1}{4}$

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FAVORITE RECIPES

(ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit - Sketch - Layout - Retouched Photo - Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED (WAFFLES)

COLOR DESCRIPTION

DEPT. DATE COMPLETED

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

STYLE 4 COLORS ON ONE SIDE  
BLACK ON OTHER SIDE

FRONT NO. NONE

R. M. ☒ Yes ☐ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2360

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size  $5 \times 7$  -  $8 \times 10$  -  $10 \times 12$

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative - Line - Halftone - Combination

Dry - Wet - Pancromatic - Color Separation

Transfer - Paper Process - New Process

Stripping - White Border - Full Face

Blue Print - Handcolor - Black & White Proof - Titles - Red, Blue

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra  
Negatives  
Extra  
Stripping  
Strip  
To Size  
Double  
Print  
Reverse  
Position  
Reverse  
Color  
Bon Day

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra  
Negatives  
Extra  
Stripping  
Strip  
To Size  
Double  
Print  
Reverse  
Position  
Reverse  
Color  
Bon Day

SIZE WITH SPEC. SAME SIZE

BLOCKING DEPT. WOOD, METAL, ANOTHER

SOLID METAL, FLUSH TOP, FLUSH BOTTOM

FLUSH SIDES, FLUSH ALL AROUND

UNMOUNTED WITH BEARERS

CUT TO PICAS (see size)

PROOFS

FLAT, GROUND, INGLETS, SPECIAL STOCK

FLAT, GROUND, INGLETS, SPECIAL STOCK

ON WOOD, METAL

ETCHING DEPT. PRINT IN BACKGROUND, SOLID

FINISHING DEPT. GLOSS, OVAL, CIRCLED

SQUARE, LIKE COPY, VIGNETTE, HIGHLIGHT

WITH LINE, WITHOUT LINE, SPECIAL BORDER

PHOTO RETURNED TO PHOTO USED FOR



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. D-2361 ORDER NO. 62008 DATE 8-22-1932

CUSTOMER  
JAQUES MFG. CO.,  
CHICAGO, ILL.

750 M FOLDERS SIZE 6 1/4 X 9 1/2 FOLDED TO 3 3/16 X 6 1/4

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FAVORITE RECIPES

(ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED (STRAWBERRY SHORTCAKE)

COLOR DESCRIPTION

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE 4 COLORS ON ONE SIDE  
BLACK ON OTHER SIDE

FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT Customer C. T. Imprint No Imprint

IMPRINT: LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2361

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x11 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative - Line - Halftone - Combination  
Dry - Wet - Panormatic - Color Separation  
Transfer - Paper Process - New Process  
Stripping - White Border - Full Face  
Blue Print Handcolor Black & White Proof. Titles - Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM

COPIES

REPLICATES

ZINC COLOR PLATES

ZINC ETCHINGS FROM

COPIES

LINE & HALFTONE COMB.

COLOR PROCESS

REPLICATES

COLOR PLATES

Extra

Rehandles

Extra

Stripping

Strip

To Size

Double

Print

Reverse

Position

Reverse

Color

Ben Day

Extra

Negatives

Extra

Stripping

Strip

To Size

Double

Print

Reverse

Position

Reverse

Color

Ben Day

SIZE WIDE HIGH SAME SIZE

SURF. 1 2 3 4 5 6 7 8 9 10 11 12 13 14

ETCHING DEPT. (SEE INSTRUCTIONS)

FINISHING DEPT. (SEE INSTRUCTIONS)

SQUARE, OVAL, ROUND, RECTANGLE, SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. (SEE INSTRUCTIONS)

SOLID METAL, FLUSH TOP, FLUSH BOTTOM

FLUSH SIDES, FLUSH ALL AROUND

UNMOUNTED, WITH BEAKERS

CUT TO PICAS (see size)

PROOFS

FLAT, GROUND, ENGRAVED, SHOT, STENCIL

FOR ENGRAVED, STENCIL

ON WOOD, METAL

PHOTO RETURNED

TO

PHOTO USED FOR



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO  
YES  
—  
NO

DIAL NO. D-2362 ORDER NO. 62008 DATE 8-22-1932

CUSTOMER JAQUES MFG. CO.,  
CHICAGO, ILL.

750 M FOLDERS

SIZE  $6\frac{1}{4} \times 9\frac{1}{2}$  FOLDED TO  $3\frac{3}{16} \times 6\frac{1}{4}$

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No

Title in full FAVORITE RECIPES  
(ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED (DATE MUFFINS)

COLOR DESCRIPTION

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE 4 COLORS ON ONE SIDE  
BLACK & ON OTHER SIDE

FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2362

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination  
Dry — Wet — Panormatic — Color Separation  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

Screen  
125  
133  
150  
175

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES ZINC ETCHINGS FROM COPIES

ZINC COLOR PLATES						DUPLICATES					
LINE & HALFTONE	ME	CHERRY	PROOF	LINE		Extra	Extra	Strip	Double	Reverse	Ben Day
Extra	Negatives	Strip	To Size	Double	Print	Reverse	Position	Reverse	Color		
Extra	Strip	To Size	Double	Print	Reverse	Position	Reverse	Color			

SIZE — WIDE — SAME SIZE

BLOCKING DEPT. WOOD, METAL, ANOTHER  
SILVER, METAL, BLOCK, METAL, BLOCK, METAL, BLOCK  
FOUNDRIES — FURNISH ALL REQUIRED  
UNARMED, WITH DEARERS  
CUT TO PICAS (see size)

PROOFS

FINISHING DEPT. WOOD, METAL, ANOTHER  
SILVER, METAL, BLOCK, METAL, BLOCK, METAL, BLOCK  
FOUNDRIES — FURNISH ALL REQUIRED  
UNARMED, WITH DEARERS  
CUT TO PICAS (see size)

PHOTO RETURNED  
TO  
PHOTO USED FOR



PLEASE PRINT O.K. 93  
NOV 17 1932

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. D-2363 ORDER NO. 62015 DATE 8-23-1932

CUSTOMER H. GRILLO, FLORIST,  
MILLDALE, CONN.

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

Photos for this Customer

6 M LTHD. PICTURES SIZE 8 1/2 X 11 (PICTURE SIZE 7 1/2 X 9 1/2) STYLE

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No

Title in full AMERICAN PRIDE A PURE WHITE SPORT  
OF GRILLODALE-X-BUTTERFLY. (under picture)  
(ETC. AS PER COPY)

FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: LITHO BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A. D-2363

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

MAKE PICTURE OF ROSES AS NEAR TO SIZE OF PHOTO AS  
POSSIBLE.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Negative — Line — Half-tone — Combination.  
Dry — Wet — Panchromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE SAMPLES OF ROSES SENT IN BY CUSTOMER.

White roses.  
Make leaves natural color.

Customer's photo ret 11/30/34

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS  
Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day

ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day

SIZE — WIDE — HIGH SAME SIZE —  
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINTED BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE  
SQUARE — LINE COPY VIGNETTE HIGH-REL  
WITH LINE WITHOUT LINE SPECIAL BORDER

SIZE — WIDE — HIGH SAME SIZE —  
BLOCKING DEPT. WOOD MORTIST ANCHOR  
SOLID METAL FLUSH TOP FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH DEARERS  
CUT TO PICAS (see size)

PROOFS  
FLAT WOOD INCOLORED SPECIAL STICK  
ELECTROTYPES EACH ON  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR



BLUE PRINT O.K. *JS*  
SEP 2 1932

F.B. STUMPF,  
EUREKA, ILL.

✓ NO. D-2365

ORDER NO. 62094

DATE 8-30-32

I M PC

PHOTO PLATIN WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) BUSINESS STREET SCENE,  
EUREKA, ILL.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 110512

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O. K. *25*  
SEP 2 1932

F.B. STUMPF,  
EUREKA, ILL.

✓ NO. D-2356

ORDER NO. 62094

DATE 8-30-32

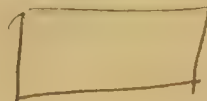
1 M P.C. PHOTO PLATIN WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) MAGDALENE HALL DORMITORY, IMPRINT SAME AS ABOVE

EUREKA COLLEGE, EUREKA, ILL.



(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. 10

COLOR DESCRIPTION

SHOW ROOF AS ON EXTRA PRINT ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*new print*  
*R. 1 1/2*

*2*

*X*



1/2

BLUE PRINT O.K. 215  
SEP 2 1932

F.B. STUMPF,  
EUREKA, ILL.

✓ NO. D-2367

ORDER NO. 62094

DATE 8-30-32

I M P.C. PHOTO PLATIN WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) OPEN-AIR THEATER,  
EUREKA COLLEGE, EUREKA, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



BLUE PRINT O.K. *25*  
SEP 2 1932

F.B. STUMPF,  
EUREKA, ILL.

✓ NO. D-2368

ORDER NO. 62094

DATE 8-30-32

1 M.P.C. PHOTO PLATIN WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R.M. NO

TITLE (IN FULL) LIDA'S WOOD, EUREKA

IMPRINT SAME AS ABOVE

COLLEGE, EUREKA, ILL.

COLOR DESCRIPTION

USE LARGE PRINT ATTACHED FOR PICTURE.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO. *yes*

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2569

ORDER NO. 62148

DATE 9-1-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. BLANK R. M. NO

TITLE (IN FULL) HARRY MEMORIAL FOUNTAIN,  
DECATUR, ILL. (on plate)

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 1A254. COLOR SAME AS CARD NO. 1A254 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *28*  
SEP 20-1932

A 3 1/2

1/2

5

X



BLUE PRINT O. K. *JS*  
SEP 13 1932

*A3 1/2*

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2370

ORDER NO. 62148

DATE 9-1-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. BLANK R. M. NO

TITLE (IN FULL) ADMINISTRATION BUILDING,

IMPRINT NONE

A. E. STALEY MFG. CO., DECATUR, ILL.

*(In sky)*

COLOR DESCRIPTION

USE PHOTO NO. 1693-29. COLOR SAME AS CARD NO 1693-29 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



1  
2

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2371

ORDER NO. 52148

DATE 9-1-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER XXX COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. BLANK R. M. NO

TITLE (IN FULL) STATE OFFICE BUILDING  
AND A.I.U., COLUMBUS, OHIO

IMPRINT NONE

(In sky)

COLOR DESCRIPTION

USE PHOTO NO 1A3069. COLOR SAME AS CARD NO. 1A3069 ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *JB*  
SEP 13 1932

A4½

5

X



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2372

ORDER NO. 62148

DATE 9-1-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STATE CAPITOL AND

MCKINLEY MEMORIAL, COLUMBUS, OHIO

(In city)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. BLANK R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO A42168. COLOR SAME AS CARD NO. 2A-H478 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *26*  
SEP 13 1932

2

X



BLUE PRINT O. K. *JS*  
SEP 13 1932

*A3 1/2*

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2373

ORDER NO. 62148

DATE 9-1-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. BLANK R. M. NO

TITLE (IN FULL) COURT HOUSE PARK, ~~IND~~

IMPRINT NONE

~~COURT HOUSE~~, TOLEDO, OHIO

*(In sky)*

COLOR DESCRIPTION

USE PHOTO NO. 4295-29. COLOR SAME AS CARD NO. 4295-29 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2374

ORDER NO. 62148

DATE 9-1-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. BLANK R. M. NO

TITLE (IN FULL) MUSEUM OF ART,  
TOLEDO, OHIO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO 45673-C. COLOR SAME AS CARD NO. 45673-C ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

A4  
BLUE PRINT O. K. 28.  
SEP 13 1932



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. 0-2375

ORDER NO. 62148

DATE 9-1-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STATE OFFICE BUILDING,  
ALBANY, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. BLANK R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 4933-29. COLOR SAME ASX1233\*22 CARD NO 4933-29  
ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. 116  
SEP 20 1932



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2376

ORDER NO. 62148

DATE 9-2-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) *AS* STATE CAPITOL, STATE  
OFFICE AND EDUCATION BUILDINGS,  
ALBANY, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. BLANK R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 2383-29. COLOR SAME AS CARD NO. 2383-29 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *AS*  
SEP 13 1932



BLUE PRINT O. K. *JB*  
SEP 13 1932

*A 4 1/2*

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. *✓* 6-2377

ORDER NO. 62148

DATE 9-1-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) NOTRE DAME UNIVERSITY,  
SOUTH BEND, IND.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. BLANK R. M. NO  
IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 52925. COLOR SAME AS CARD NO. 52925 ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. C-2378

ORDER NO. 62148

DATE 9-1-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BUSINESS DISTRICT,

SOUTH BEND, IND.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. BLANK R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 6179-29. COLOR SAME AS CARD NO. 6179-29 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

21.1  
A-5 1/2  
BLUE PRINT O. K.

SEP 13 1932



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2379

ORDER NO. 62166

DATE 9-2-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. NONE R. M. NONE

TITLE (IN FULL) AERIAL VIEW LANSING,  
MICH.

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO.  
PHOTO TICKET

2001  
A. 4½  
BLUE PRINT O. K.  
SEP 13 1932

5

X



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2380

ORDER NO. 62166

DATE 9-2-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON XXXX FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NO

TITLE (IN FULL) JOSELYN MEMORIAL,  
OMAHA, NEB.

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 1A-H556. ~~COLOR TYPE NO. 1A-20 NO. 1A-H556 ATTACHED~~

Colors as marked on back of Photo.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *215*  
SEP 13 1932

1  
2



BLUE PRINT O.K. *AS*  
SEP 20 1932

*A5*

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2381  
ORDER NO. 62166

DATE 9-2-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) LINCOLN TOWER,  
FORT WAYNE, IND.

FRONT NO. NONE R. M. NO  
IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 1A-H296. COLOR SAME AS CARD NO. 1A-H296 ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER



CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET





3/4

RAVENSWOOD ART CO.,  
CHICAGO, ILL.



NO. D-2382

ORDER NO. 62166

DATE 9-2-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NO

TITLE (IN FULL) ELECTRIC FOUNTAIN IN  
RESERVOIR PARK, FORT WAYNE, IND.

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 112085. COLOR SAME AS 112085 ATTACHED.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.

SEP 13 1932

A5

5





RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2383

ORDER NO. 62156

DATE 9-2-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NO

TITLE (IN FULL) FARNAM STREET,

IMPRINT NONE

LOOKING WEST, OMAHA, NEB.

COLOR DESCRIPTION

USE PHOTO NO. 0A4959. COLOR SAME AS 0A4959 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *WS*

SEP 13 1932



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2384

ORDER NO. 62166

DATE 9-2-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 CN FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STATE CAPITOL,  
LANSING, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

① in plate

COLOR DESCRIPTION

USE PHOTO NO. 62190-G. COLOR SAME AS 62190-G ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *WB*  
SEP 13 1932



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2385

ORDER NO. 62166

DATE 9-2-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NO

TITLE (IN FULL) STATE CAPITOL, TOPEKA,  
KANSAS

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO 41794. COLOR SAME AS CARD 41794 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *Wb*  
SEP 13 1932

2

1

X



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2306

ORDER NO. 62166<sup>1</sup>

DATE 9-2-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STATE CAPITOL AND  
CENTRAL PARK, ST. PAUL, MINN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 58954. COLOR SAME AS CARD NO. 58954 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. <sup>5/6</sup>

SEP 12 1932

51



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2387

ORDER NO. 62156

DATE 9-24-1932

6 M VIEW CARDS SIZE 2 X 3 :-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CENTRAL HIGH SCHOOL,  
TOPEKA, KANSAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R.M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO 1A-1878. COLOR SAME AS CARD NO. 1A1878 ATTACHED.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *WS*  
SEP 13 1932

A 3 1/2



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. 9-2388

ORDER NO. 9-2-1932

DATE 9-2-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NO

TITLE (IN FULL) THOMAS A. EDISON

IMPRINT NONE

MEMORIAL FOUNTAIN, ERIE, PA.

COLOR DESCRIPTION

USE PHOTO NO. 0A5358. COLOR SAME AS CARD NO. 0A5358 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. 25  
SEP 13 1932

9.



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2389

ORDER NO. 52166

DATE 9-2-1932

6 M VIEW CARDS SIZE 2 X 3 1-4 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) BIRD'S EYE VIEW FROM  
PERRY SQUARE, ERIE, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO  
IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 123239. COLOR SAME AS CARD NO. 123239 ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K.  
SEP 13 1932

A5 1/2

1/8

5

X



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. C-2390

ORDER NO. 62156

DATE 9-2-1932

6 M VIEWCANDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. NO

TITLE (IN FULL) BIRD'S-EYE VIEW OF

IMPRINT NONE

ST. PAUL, MINN.

COLOR DESCRIPTION

USE PHOTO NO. 1A1387. COLOR SAME AS 1A1387 ATTACHED.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. *JS*  
SEP 13 1932

A6

2



1/2

A4

BLUE PRINT O. K. *MS*  
SEP 22 1932

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2391

ORDER NO. 62167

DATE 9-3-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) INDEPENDENCE HALL,  
PHILADELPHIA, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. ~~D-2003~~ *attached*. COLOR SAME AS ~~XXXXXX~~ CARD NO. D-2003

ATTACHED. *use same part of photo as shown on D-2003 attached*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

19



1/4

A5

BLUE PRINT O.K. *ds*  
SEP 13 1932

RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2392  
ORDER NO. 62167  
DATE 9-3-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. NO

TITLE (IN FULL) EDISON MEMORIAL FOUNTAIN, IMPRINT NONE

DETROIT, MICH.

COLOR DESCRIPTION

USE PHOTO NO. 4695-29. COLOR SAME AS CARD NO. D-2012 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

NO. D-2393

ORDER NO. 62167

DATE 9-3-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GRAND CIRCUS PARK,  
DETROIT, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 116560. COLOR SAME AS CARD NO. D-2013 ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. 25  
SEP 13 1932

A5

1/2

X



RAVENSWOOD ART CO.,  
CHICAGO, ILL.

✓ NO. D-2394

ORDER NO. 62157

DATE 9-3-1932

6 M VIEW CARDS SIZE 2 X 3 1-2 ON FOLDER COVER STOCK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LINCOLN MEMORIAL,  
WASHINGTON, D. C.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

BLUE PRINT O. K. 9/6

SEP 13 1932

Photo to Reising  
12/14/32